# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 8, 1987

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 37.1 | 32,430 |
| 2 | FAMILY TIES | 36.3 | 31,730 |
| 3 | CHEERS | 29.1 | 25,430 |
| 4 | MURDER, SHE WROTE | 25.8 | 22,550 |
| 5 | NIGHT COURT | 25.6 | 22,370 |
| 6 | GROWING PAINS | 24.2 | 21,150 |
| 7 | MOONLIGHTING# | 23.7 | 20,710 |
| 8 | 60 MINUTES | 23.4 | 20,450 |
| 9 | GOLDEN GIRLS | 23.1 | 20,190 |
| 10 | WHO'S THE BOSS? | 22.7 | 19,840 |
| 11 | AMERICAN MUSIC AWARDS(S) | 22.2 | 19,400 |
| 12 | DALLAS | 21.4 | 18,700 |
| 13 | NBC SUNDAY NIGHT MOVIE | 20.4 | 17,830 |
| 14 | NEWHART | 19.8 | 17,310 |
| 15 | 227# | 19.7 | 17,220 |
| 16 | KATE & ALLIE | 19.4 | 16,960 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 29.8 | 67,690 |
| 2 | FAMILY TIES | 28.2 | 64,110 |
| 3 | CHEERS | 19.8 | 44,970 |
| 4 | GROWING PAINS | 19.7 | 44,780 |
| 5 | WHO'S THE BOSS? | 18.1 | 41,120 |
| 6 | MOONLIGHTING# | 17.4 | 39,470 |
| 7 | AMERICAN MUSIC AWARDS(S) | 17.3 | 39,300 |
| 8 | NIGHT COURT | 16.8 | 38,220 |
| 9 | MURDER, SHE WROTE | 16.6 | 37,690 |
| 10 | GOLDEN GIRLS | 16.4 | 37,270 |
| 11 | 227# | 16.3 | 37,030 |
| 12 | 60 MINUTES | 14.7 | 33,460 |
| 13 | HEAD OF THE CLASS | 13.9 | 31,540 |
| 14 | ABC SUNDAY NIGHT MOVIE | 13.6 | 30,870 |
| 15 | STORYTELLER(S) | 13.3 | 30,140 |
| 16 | FACTS OF LIFE | 13.2 | 29,960 |
| 17 | VALERIE# | 13.2 | 29,930 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 33.0 | 29,950 |
| 2 | FAMILY TIES | 32.3 | 29,310 |
| 3 | CHEERS | 23.8 | 21,660 |
| 4 | MURDER, SHE WROTE | 22.2 | 20,120 |
| 5 | GROWING PAINS | 20.2 | 18,380 |
| 6 | NIGHT COURT | 19.9 | 18,060 |
| 7 | GOLDEN GIRLS | 19.7 | 17,910 |
| 8 | AMERICAN MUSIC AWARDS(S) | 19.7 | 17,880 |
| 9 | DALLAS | 19.5 | 17,730 |
| 10 | MOONLIGHTING# | 19.5 | 17,710 |
| 11 | 227# | 19.4 | 17,660 |
| 12 | WHO'S THE BOSS? | 18.7 | 16,940 |
| 13 | 60 MINUTES | 17.8 | 16,200 |
| 14 | NBC SUNDAY NIGHT MOVIE | 17.8 | 16,130 |
| 15 | KNOTS LANDING | 17.0 | 15,470 |
| 15 | STORYTELLER(S) | 17.0 | 15,470 |
| 17 | KATE & ALLIE | 16.6 | 15,060 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BILL COSBY SHOW | 23.1 | 18,910 |
| 2 | FAMILY TIES | 22.3 | 18,310 |
| 3 | CHEERS | 18.9 | 15,490 |
| 4 | 60 MINUTES | 18.0 | 14,780 |
| 5 | MOONLIGHTING# | 16.7 | 13,650 |
| 6 | NIGHT COURT | 16.6 | 13,630 |
| 7 | GROWING PAINS | 16.3 | 13,360 |
| 8 | MURDER, SHE WROTE | 15.9 | 13,020 |
| 9 | ABC SUNDAY NIGHT MOVIE | 15.7 | 12,860 |
| 10 | WHO'S THE BOSS? | 14.8 | 12,130 |
| 11 | NBC SUNDAY NIGHT MOVIE | 13.2 | 10,850 |
| 12 | GOLDEN GIRLS | 13.1 | 10,710 |
| 13 | MIAMI VICE | 13.0 | 10,680 |
| 14 | NBC MONDAY NIGHT MOVIES | 12.6 | 10,350 |
| 15 | VALERIE# | 12.5 | 10,280 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 8, 1987

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | FAMILY TIES | 34.2 | 19,650 |
| 2 | BILL COSBY SHOW | 32.9 | 18,880 |
| 3 | CHEERS | 26.2 | 15,010 |
| 4 | AMERICAN MUSIC AWARDS(S) | 23.0 | 13,180 |
| 5 | MOONLIGHTING# | 22.8 | 13,060 |
| 6 | GROWING PAINS | 22.2 | 12,730 |
| 7 | NIGHT COURT | 22.0 | 12,620 |
| 8 | WHO'S THE BOSS? | 19.5 | 11,210 |
| 9 | KNOTS LANDING | 17.8 | 10,220 |
| 10 | 227# | 17.7 | 10,180 |
| 11 | STORYTELLER(S) | 17.6 | 10,110 |
| 12 | GOLDEN GIRLS | 16.4 | 9,410 |
| 13 | VALERIE# | 16.3 | 9,360 |
| 14 | ABC SUNDAY NIGHT MOVIE | 15.9 | 9,120 |
| 15 | FACTS OF LIFE | 15.5 | 8,920 |
| 16 | DALLAS | 15.5 | 8,900 |
| 17 | DYNASTY | 15.4 | 8,840 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | MURDER, SHE WROTE | 37.0 | 10,330 |
| 2 | BILL COSBY SHOW | 33.2 | 9,260 |
| 3 | 60 MINUTES | 30.8 | 8,600 |
| 4 | FAMILY TIES | 29.1 | 8,110 |
| 5 | GOLDEN GIRLS | 28.4 | 7,910 |
| 6 | DALLAS | 27.6 | 7,690 |
| 7 | MATLOCK | 25.9 | 7,220 |
| 8 | 227# | 24.9 | 6,940 |
| 9 | NBC SUNDAY NIGHT MOVIE | 24.0 | 6,680 |
| 10 | FALCON CREST | 23.5 | 6,560 |
| 11 | HIGHWAY TO HEAVEN | 23.5 | 6,550 |
| 12 | AMEN# | 21.7 | 6,050 |
| 13 | KATE & ALLIE | 20.8 | 5,810 |
| 14 | EASY STREET SPECIAL(S) | 20.0 | 5,580 |
| 15 | PRES STATE UNION ANALYSIS(S) | 19.8 | 5,530 |
| 16 | FACTS OF LIFE | 19.4 | 5,420 |
| 17 | DESIGNING WOMEN | 19.1 | 5,320 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | FAMILY TIES | 22.8 | 12,710 |
| 2 | BILL COSBY SHOW | 21.6 | 12,080 |
| 3 | CHEERS | 20.3 | 11,340 |
| 4 | MOONLIGHTING# | 19.1 | 10,680 |
| 5 | NIGHT COURT | 18.5 | 10,340 |
| 6 | GROWING PAINS | 18.0 | 10,070 |
| 7 | ABC SUNDAY NIGHT MOVIE | 16.4 | 9,170 |
| 8 | WHO'S THE BOSS? | 16.0 | 8,930 |
| 9 | VALERIE# | 13.8 | 7,710 |
| 10 | MIAMI VICE | 13.7 | 7,660 |
| 11 | AMERICAN MUSIC AWARDS(S) | 13.1 | 7,330 |
| 12 | HEAD OF THE CLASS | 13.0 | 7,250 |
| 13 | 60 MINUTES | 12.8 | 7,140 |
| 14 | EASY STREET# | 11.8 | 6,560 |
| 15 | NEWHART | 11.7 | 6,550 |
| 16 | L.A. LAW | 11.6 | 6,490 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 31.2 | 6,550 |
| 2 | MURDER, SHE WROTE | 29.6 | 6,210 |
| 3 | BILL COSBY SHOW | 25.1 | 5,270 |
| 4 | GOLDEN GIRLS | 21.8 | 4,580 |
| 5 | MATLOCK | 21.2 | 4,460 |
| 6 | DALLAS | 20.3 | 4,260 |
| 7 | FAMILY TIES | 19.3 | 4,050 |
| 8 | NBC SUNDAY NIGHT MOVIE | 18.8 | 3,950 |
| 9 | 227# | 18.3 | 3,840 |
| 10 | PRES STATE UNION ANALYSIS(S) | 18.2 | 3,820 |
| 11 | HIGHWAY TO HEAVEN | 17.8 | 3,730 |
| 12 | CBS SATURDAY MOVIE# | 17.4 | 3,660 |
| 13 | MAGNUM, P.I.# | 17.1 | 3,600 |
| 14 | NBC NIGHTLY NEWS | 17.0 | 3,580 |
| 15 | NBC MONDAY NIGHT MOVIES | 16.8 | 3,520 |
| 16 | MIKE HAMMER | 16.2 | 3,410 |



(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER–FIVE–MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18-34 | W 18-49 | W 25-54 | W 35-64 | W 55+ | MEN TOTAL | M 18-34 | M 18-49 | M 25-54 | M 35-64 | M 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC BUSINESS BRIEF-MON | | | | | | | 3 | | 184 | A | 11.9 | 18 | 1040 | 1952 | 625 | 270 | 700 | 244^ | 423 | 400 | 285 | 257^ | 666 | 260^ | 404 | 398 | 304 | 211^ | 214^ | 79^ | 372 | 230^ |
| | 2 | MON. | 8.58P | 1 | ABC | N | | | 91 | B | 12.2 | 17 | 1066 | 1873 | 725 | 324 | 793 | 253 | 467 | 449 | 386 | 274 | 658 | 210 | 371 | 358 | 343 | 242 | 172 | 90 | 250 | 168 |
| ABC BUSINESS BRIEF-WED | | | | | | | 14 | 174 | 174 | A | 14.9 | 22 | 1302 | 2002 | 660 | 344 | 764 | 290 | 494 | 450 | 352 | 214 | 576 | 254 | 426 | 360 | 252 | 120 | 290 | 131 | 372 | 286 |
| | | WED. | 8.58P | 1 | ABC | N | | 87 | 86 | B | 13.9 | 21 | 1215 | 1898 | 757 | 334 | 826 | 323 | 535 | 497 | 372 | 230 | 564 | 239 | 397 | 334 | 245 | 142 | 203 | 101 | 305 | 229 |
| ABC BUSINESS BRIEF-FRI | | | | | | | 13 | 181 | 180 | A | 12.4 | 20 | 1084 | 1917 | 718 | 296 | 836 | 313 | 504 | 446 | 329 | 286 | 496 | 188 | 299 | 228 | 207 | 190 | 198 | 121^ | 387 | 230 |
| | | FRI. | 8.43P | 1 | ABC | N | | 87 | 87 | B | 11.7 | 19 | 1023 | 1921 | 720 | 300 | 830 | 259 | 461 | 442 | 365 | 315 | 453 | 148 | 267 | 258 | 203 | 155 | 160 | 85 | 478 | 303 |
| ABC MONDAY NIGHT MOVIE | | | | | | | 5 | | 205 | A | 11.9 | 19 | 1040 | 1677 | 762 | 324 | 868 | 362 | 570 | 515 | 429 | 226^ | 552 | 185^ | 369 | 411 | 352 | 122^ | 130^ | 26v | 127^ | 68v |
| | 2 | MON. | 9.00P | 120 | ABC | FF | | | 98 | B | 13.4 | 21 | 1171 | 1639 | 767 | 328 | 856 | 267 | 518 | 508 | 444 | 284 | 548 | 177 | 346 | 356 | 289 | 161 | 136 | 66 | 99 | 65 |
| 9.00 - 9.30 | | | | | | | | | | A | 12.1 | 18 | 1058 | 1774 | 765 | 346 | 855 | 316 | 561 | 537 | 460 | 227^ | 543 | 163^ | 330 | 368 | 348 | 163^ | 146^ | 41v | 230^ | 138^ |
| 9.30 - 10.00 | | | | | | | | | | A | 12.1 | 18 | 1058 | 1713 | 763 | 340 | 878 | 370 | 588 | 536 | 432 | 218^ | 571 | 213^ | 391 | 427 | 358 | 123^ | 131^ | 36v | 133^ | 78^ |
| 10.00 - 10.30 | | | | | | | | | | A | 11.8 | 19 | 1031 | 1597 | 743 | 297 | 860 | 369 | 560 | 495 | 415 | 226^ | 554 | 193^ | 385 | 428 | 348 | 99^ | 118^ | 12v | 65v | 25v |
| 10.30 - 11.00 | | | | | | | | | | A | 11.5 | 19 | 1005 | 1618 | 784 | 316 | 886 | 396 | 569 | 490 | 408 | 239^ | 537 | 168^ | 377 | 421 | 356 | 102^ | 118^ | 12v | 77^ | 29v |
| ABC NEWSBRIEF-MON | | | | | | | 16 | 184 | 180 | A | 13.1 | 19 | 1145 | 1880 | 792 | 397 | 897 | 455 | 664 | 568 | 372 | 184 | 540 | 243 | 410 | 406 | 288 | 94^ | 233 | 162 | 210 | 129 |
| | 1 | MON. | 9.56P | 1 | ABC | N | | 91 | 90 | B | 11.8 | 18 | 1031 | 1751 | 672 | 313 | 758 | 252 | 460 | 447 | 360 | 247 | 658 | 199 | 408 | 408 | 349 | 205 | 164 | 78 | 171 | 117 |
| | 2 | MON. | 9.53P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-TUE | | | | | | | 16 | 181 | 179 | A | 17.5 | 26 | 1530 | 1922 | 814 | 363 | 878 | 359 | 586 | 521 | 396 | 219 | 615 | 264 | 469 | 444 | 298 | 94 | 208 | 95 | 221 | 132 |
| | 1 | TUE. | 8.58P | 1 | ABC | N | | 90 | 90 | B | 15.5 | 23 | 1355 | 1755 | 772 | 378 | 855 | 371 | 611 | 548 | 387 | 193 | 588 | 271 | 434 | 393 | 247 | 117 | 170 | 88 | 142 | 94 |
| | 2 | TUE. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-WED | | | | | | | 16 | 177 | 176 | A | 14.0 | 21 | 1224 | 1553 | 848 | 393 | 930 | 314 | 581 | 576 | 458 | 281 | 450 | 191 | 282 | 250 | 182 | 127 | 91^ | 64^ | 82^ | 34^ |
| | | WED. | 9.58P | 1 | ABC | N | | 89 | 89 | B | 13.3 | 21 | 1162 | 1582 | 830 | 379 | 917 | 327 | 542 | 521 | 405 | 305 | 472 | 165 | 271 | 260 | 208 | 168 | 88 | 50 | 105 | 74 |
| ABC NEWSBRIEF-THU | | | | | | | 15 | 178 | 175 | A | 10.2 | 15 | 891 | 1664 | 839 | 278 | 940 | 228 | 451 | 424 | 471 | 406 | 441 | 118^ | 177 | 208 | 187 | 203 | 230 | 172 | 53^ | 13v |
| | | THU. | 9.58P | 1 | ABC | N | | 89 | 89 | B | 9.7 | 15 | 848 | 1612 | 783 | 328 | 923 | 289 | 463 | 437 | 401 | 373 | 506 | 169 | 265 | 255 | 219 | 187 | 100 | 50 | 83 | 56 |
| ABC NEWSBRIEF-FRI | | | | | | | 15 | 174 | 171 | A | 6.9 | 11 | 603 | 1917 | 689 | 370 | 797 | 333 | 556 | 520 | 374 | 201^ | 627 | 230^ | 434 | 397 | 328 | 174^ | 223^ | 133^ | 270 | 157^ |
| | 1 | FRI. | 9.58P | 1 | ABC | N | | 89 | 89 | B | 7.3 | 12 | 638 | 1871 | 681 | 361 | 766 | 249 | 464 | 452 | 399 | 246 | 582 | 200 | 391 | 376 | 288 | 165 | 204 | 105 | 319 | 241 |
| | 2 | FRI. | 9.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | | | | | | | 16 | 184 | 185 | A | 9.3 | 16 | 813 | 2209 | 620 | 323 | 691 | 298 | 510 | 484 | 314 | 148^ | 738 | 358 | 535 | 470 | 265 | 177 | 215 | 98^ | 565 | 452 |
| | | SAT. | 8.56P | 1 | ABC | N | | 89 | 92 | B | 8.1 | 14 | 708 | 1845 | 685 | 293 | 791 | 302 | 487 | 426 | 345 | 255 | 579 | 208 | 360 | 347 | 275 | 184 | 158 | 84 | 317 | 239 |
| ABC NEWSBRIEF-SUN. | | | | | | | 15 | 185 | 189 | A | 16.1 | 24 | 1407 | 2076 | 803 | 402 | 868 | 349 | 636 | 596 | 430 | 176 | 841 | 332 | 598 | 608 | 411 | 154 | 150 | 54^ | 217 | 149 |
| | 1 | SUN. | 9.58P | 1 | ABC | N | | 91 | 93 | B | 13.9 | 21 | 1215 | 1809 | 690 | 327 | 789 | 283 | 503 | 493 | 390 | 221 | 698 | 270 | 498 | 466 | 329 | 161 | 152 | 67 | 170 | 124 |
| | 2 | SUN. | 9.52P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SPORTS UPDATE-SAT | | | | | | | 15 | 187 | 188 | A | 9.9 | 17 | 865 | 1799 | 628 | 261 | 689 | 175 | 412 | 378 | 390 | 248 | 709 | 257 | 468 | 426 | 299 | 220 | 141^ | 63^ | 260 | 208 |
| | | SAT. | 9.58P | 1 | ABC | SN | | 89 | 93 | B | 8.0 | 13 | 699 | 1818 | 661 | 285 | 746 | 246 | 442 | 426 | 349 | 253 | 578 | 186 | 366 | 357 | 287 | 181 | 165 | 93 | 329 | 234 |
| ABC SPORTS UPDATE-SUN | | | | | | | 16 | 196 | 195 | A | 11.2 | 16 | 979 | 2307 | 820 | 363 | 907 | 330 | 619 | 612 | 446 | 242 | 745 | 252 | 524 | 503 | 369 | 175 | 270 | 97^ | 385 | 237 |
| | 1 | SUN. | 8.58P | 1 | ABC | SN | | 93 | 93 | B | 11.7 | 17 | 1023 | 2177 | 737 | 333 | 821 | 313 | 533 | 523 | 388 | 218 | 662 | 255 | 473 | 446 | 311 | 161 | 224 | 92 | 470 | 311 |
| | 2 | SUN. | 8.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | | | | | | | 15 | 204 | 208 | A | 17.4 | 28 | 1521 | 2030 | 754 | 404 | 826 | 325 | 599 | 562 | 420 | 172 | 846 | 314 | 603 | 593 | 437 | 168 | 198 | 45^ | 160 | 105 |
| | 1 | SUN. | 9.00P | 154 | ABC | FF | | 97 | 99 | B | 16.1 | 25 | 1407 | 1758 | 705 | 335 | 791 | 290 | 513 | 492 | 389 | 216 | 697 | 271 | 496 | 465 | 341 | 159 | 139 | 55 | 131 | 86 |
| | 2 | SUN. | 9.00P | 128 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | | | A | 16.4 | 23 | 1433 | 2194 | 812 | 401 | 875 | 333 | 625 | 592 | 454 | 193 | 832 | 325 | 590 | 577 | 399 | 169 | 262 | 49^ | 225 | 151 |
| 9.30 - 10.00 | | | | | | | | | | A | 18.1 | 26 | 1582 | 2098 | 777 | 394 | 848 | 352 | 625 | 571 | 418 | 168 | 845 | 344 | 612 | 602 | 401 | 157 | 229 | 53^ | 176 | 119 |
| 10.00 - 10.30 | | | | | | | | | | A | 18.5 | 29 | 1617 | 2021 | 755 | 424 | 835 | 329 | 612 | 586 | 423 | 166 | 861 | 319 | 621 | 612 | 453 | 162 | 184 | 45^ | 141 | 90 |
| 10.30 - 11.00 | | | | | | | | | | A | 18.3 | 30 | 1599 | 1987 | 720 | 409 | 799 | 310 | 572 | 534 | 403 | 171 | 827 | 276 | 568 | 588 | 459 | 173 | 193 | 52^ | 168 | 113 |
| 11.00 - 11.30 | | | | | | | | | | A | 15.9 | 33 | 1390 | 1731 | 678 | 392 | 745 | 289 | 539 | 507 | 392 | 156 | 853 | 297 | 625 | 568 | 480 | 180 | 78^ | 14v | 55^ | 24v |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | 78 | 209 | 209 | A | 11.1 | 19 | 970 | 1410 | 665 | 237 | 695 | 96 | 258 | 322 | 353 | 354 | 621 | 143 | 297 | 302 | 334 | 282 | 27^ | 22^ | 67^ | 40^ |
| M-F 6.30P 30 ABC N | | 99 | 99 | B | 10.8 | 19 | 944 | 1465 | 664 | 249 | 722 | 145 | 291 | 337 | 346 | 351 | 620 | 130 | 290 | 310 | 327 | 279 | 49 | 27 | 74 | 43 |
| ABC WRLD NEWS TONIGHT-SAT | 8 | 181 | 179 | A | 8.4 | 16 | 734 | 178[illegible] | 730 | 416 | 964 | 356 | 550 | 356 | 316 | 378 | 648 | 152^ | 273 | 318 | 260 | 321 | 47v | 42v | 124^ | 76^ |
| SAT. 6.30P 30 ABC N | | 95 | 94 | B | 8.8 | 16 | 769 | 1599 | 686 | 262 | 801 | 187 | 337 | 311 | 308 | 421 | 629 | 123 | 284 | 291 | 302 | 310 | 58 | 18 | 110 | 65 |
| ABC WRLD NEWS TONIGHT-SUN | 13 | | 160 | A | 9.7 | 18 | 848 | 151[illegible] | 591 | 136^ | 604 | 70v | 187^ | 225^ | 253^ | 379 | 782 | 221^ | 436 | 392 | 410 | 305^ | 75v | 46v | 56v | 56v |
| 2 SUN. 6.30P 30 ABC N | | | 83 | B | 7.3 | 13 | 638 | 150[illegible] | 675 | 196 | 719 | 125 | 246 | 261 | 265 | 428 | 630 | 162 | 300 | 278 | 258 | 315 | 66 | 39 | 85 | 57 |
| ALF | 14 | | 206 | A | 15.1 | 23 | 1320 | 209[illegible] | 717 | 329 | 779 | 310 | 532 | 498 | 347 | 195^ | 591 | 199^ | 421 | 368 | 323 | 145^ | 255 | 103^ | 468 | 301 |
| 2 MON. 8.00P 30 NBC CS | | | 99 | B | 16.0 | 24 | 1398 | 215[illegible] | 705 | 334 | 798 | 350 | 535 | 460 | 310 | 216 | 594 | 241 | 437 | 398 | 291 | 123 | 254 | 115 | 505 | 352 |
| AMAZING STORIES | 13 | | 204 | A | 12.3 | 19 | 1075 | 193[illegible] | 650 | 345 | 745 | 311 | 536 | 445 | 349 | 159^ | 568 | 206^ | 417 | 343 | 313 | 124^ | 289 | 146^ | 334 | 296 |
| 2 MON. 8.30P 30 NBC GD | | | 97 | B | 14.1 | 21 | 1232 | 205[illegible] | 726 | 364 | 847 | 360 | 582 | 497 | 360 | 216 | 622 | 257 | 462 | 423 | 306 | 123 | 243 | 111 | 343 | 254 |
| AMEN | 14 | | 203 | A | 18.5 | 31 | 1617 | 176[illegible] | 740 | 341 | 867 | 245 | 449 | 433 | 347 | 374 | 446 | 111^ | 224 | 246 | 229 | 166^ | 163^ | 112^ | 287 | 162^ |
| 2 SAT. 9.30P 30 NBC CS | | | 99 | B | 20.1 | 34 | 1757 | 176[illegible] | 810 | 325 | 904 | 262 | 463 | 438 | 385 | 382 | 510 | 150 | 266 | 255 | 230 | 211 | 142 | 87 | 204 | 160 |
| AMERICAN MUSIC AWARDS(S) | | 209 | | A | 22.2 | 32 | 1940 | 202[illegible] | 831 | 397 | 922 | 476 | 679 | 575 | 363 | 191 | 506 | 229 | 377 | 334 | 249 | 109^ | 349 | 266 | 249 | 162 |
| 1 MON. 8.00P 180 ABC AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 19.8 | 27 | 1731 | 2149 | 846 | 363 | 919 | 414 | 614 | 587 | 383 | 221 | 578 | 273 | 427 | 363 | 270 | 138^ | 326 | 233 | 326 | 208 |
| 8.30 - 9.00 | | | | A | 23.3 | 32 | 2036 | 2213 | 867 | 413 | 958 | 452 | 662 | 602 | 394 | 221 | 602 | 288 | 454 | 387 | 292 | 133^ | 335 | 226 | 318 | 203 |
| 9.00 - 9.30 | | | | A | 23.5 | 32 | 2054 | 2041 | 810 | 372 | 890 | 490 | 647 | 524 | 319 | 192 | 490 | 186 | 364 | 339 | 284 | 102^ | 402 | 292 | 259 | 173 |
| 9.30 - 10.00 | | | | A | 22.9 | 32 | 2001 | 2000 | 825 | 393 | 914 | 516 | 710 | 572 | 328 | 168 | 472 | 226 | 354 | 318 | 224 | 98^ | 348 | 290 | 266 | 176 |
| 10.00 - 10.30 | | | | A | 22.7 | 34 | 1984 | 1858 | 802 | 397 | 914 | 508 | 718 | 574 | 351 | 165 | 459 | 208 | 355 | 314 | 219 | 89^ | 324 | 264 | 161 | 104^ |
| 10.30 - 11.00 | | | | A | 21.2 | 34 | 1853 | 1873 | 829 | 438 | 927 | 472 | 715 | 589 | 395 | 172 | 435 | 195 | 313 | 270 | 204 | 99^ | 345 | 278 | 166 | 106^ |
| ANALYSIS STATE UNION ADDR(S) | | 200 | | A | 9.1 | 16 | 795 | 1308 | 719 | 129^ | 737 | 66v | 245^ | 308^ | 451 | 429 | 542 | 84v | 176^ | 210^ | 259^ | 332^ | 23v | LT | 6v | 6v |
| 1 TUE. 10.15P 45 NBC N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 9.5 | 16 | 830 | 1387 | 749 | 131^ | 766 | 71v | 257^ | 326^ | 470 | 440 | 533 | 82v | 182^ | 218^ | 256^ | 315^ | 69v | LT | 19v | 19v |
| 10.30 - 11.00 | | | | A | 8.9 | 16 | 778 | 1263 | 704 | 128^ | 719 | 61v | 238^ | 299^ | 441 | 420 | 544 | 84v | 171^ | 203^ | 260^ | 341^ | LT | LT | LT | LT |
| BILL COSBY SHOW | 16 | 215 | 215 | A | 37.1 | 53 | 3243 | 2087 | 825 | 408 | 925 | 330 | 582 | 526 | 403 | 286 | 585 | 238 | 374 | 347 | 230 | 163 | 196 | 109 | 381 | 250 |
| THU. 8.00P 30 NBC CS | | 99 | 99 | B | 35.8 | 54 | 3129 | 2086 | 820 | 373 | 928 | 348 | 590 | 524 | 405 | 279 | 609 | 244 | 405 | 357 | 265 | 171 | 203 | 111 | 346 | 231 |
| CAGNEY & LACEY | 13 | 207 | 209 | A | 15.9 | 25 | 1390 | 1394 | 678 | 306 | 790 | 234 | 411 | 389 | 344 | 333 | 506 | 125 | 280 | 263 | 273 | 214 | 46^ | 33^ | 52^ | 15v |
| MON. 10.00P 60 CBS OP | | 99 | 99 | B | 15.5 | 25 | 1355 | 1414 | 747 | 325 | 840 | 236 | 439 | 437 | 403 | 335 | 468 | 141 | 271 | 262 | 246 | 173 | 56 | 30 | 50 | 29 |
| 10.00 - 10.30 | | | | A | 16.0 | 25 | 1398 | 1371 | 670 | 284 | 769 | 221 | 398 | 385 | 338 | 328 | 499 | 132 | 283 | 265 | 260 | 204 | 47^ | 32^ | 56^ | 16v |
| 10.30 - 11.00 | | | | A | 15.7 | 26 | 1372 | 1420 | 692 | 330 | 817 | 246 | 428 | 396 | 353 | 341 | 514 | 118 | 280 | 264 | 290 | 223 | 41^ | 33^ | 48^ | 12v |
| CAVANAUGHS | 8 | 205 | 208 | A | 17.3 | 25 | 1512 | 1516 | 746 | 311 | 808 | 235 | 424 | 438 | 342 | 326 | 510 | 175 | 308 | 285 | 222 | 172 | 61^ | 22v | 137 | 77^ |
| MON. 9.30P 30 CBS CS | | 99 | 99 | B | 17.3 | 26 | 1512 | 1536 | 768 | 316 | 839 | 266 | 449 | 446 | 372 | 319 | 505 | 171 | 307 | 307 | 238 | 172 | 83 | 40 | 109 | 75 |
| CBS EVENING NEWS-RATHER | 85 | 207 | 208 | A | 13.1 | 23 | 1145 | 1473 | 681 | 219 | 763 | 153 | 307 | 310 | 368 | 414 | 630 | 131 | 296 | 286 | 320 | 294 | 36^ | 26^ | 44^ | 22^ |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 12.1 | 22 | 1058 | 1498 | 681 | 222 | 762 | 133 | 283 | 299 | 349 | 426 | 608 | 136 | 288 | 275 | 303 | 282 | 64 | 29 | 64 | 37 |
| CBS EVENING NEWS-SUNDAY | 9 | 171 | 173 | A | 9.2 | 16 | 804 | 1451 | 663 | 210 | 706 | 87^ | 219 | 244 | 297 | 458 | 625 | 89^ | 229 | 270 | 330 | 353 | 64^ | 30v | 56^ | 33v |
| 1 SUN. 6.00P 30 CBS N | | 87 | 87 | B | 8.3 | 15 | 725 | 1521 | 693 | 198 | 731 | 112 | 226 | 248 | 308 | 453 | 646 | 142 | 269 | 286 | 300 | 333 | 67 | 25 | 77 | 28 |
| 2 SUN. 6.23P 7 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-SUNDA(B) | | | 84 | A | 3.6 | 7 | 315 | 1552 | 717^ | 187v | 736^ | 168v | 253^ | 276^ | 301^ | 441^ | 747^ | 163v | 210v | 273^ | 320^ | 474^ | 28v | LT | 41v | 41v |
| 2 SUN. 6.00P 23 CBS N | | | 40 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SAT. NEWS-SCHIEFFER | 10 | 170 | 173 | A | 8.8 | 17 | 769 | 1442 | 610 | 183^ | 667 | 65^ | 171^ | 213 | 296 | 443 | 659 | 148^ | 300 | 310 | 301 | 299 | 54^ | LT | 62^ | 15v |
| SAT. 6.30P 30 CBS N | | 89 | 90 | B | 8.3 | 16 | 725 | 1412 | 634 | 170 | 680 | 90 | 188 | 239 | 284 | 427 | 619 | 121 | 245 | 255 | 284 | 326 | 51 | 19 | 62 | 38 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **EVENING CONT'D** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SATURDAY MOVIE | 11 | | 200 | A | 15.4 | 26 | 1346 | 1668 | 813 | 207 | 889 | 224 | 421 | 459 | 468 | 353 | 600 | 140^ | 278 | 272 | 283 | 273 | 111^ | 42v | 68^ | 68^ |
| 2 SAT. 9.00P 120 CBS FF | | | 98 | B | 11.3 | 19 | 988 | 1658 | 728 | 269 | 802 | 200 | 424 | 448 | 430 | 305 | 636 | 157 | 355 | 368 | 368 | 223 | 94 | 44 | 126 | 86 |
| 9.00 - 9.30 | | | | A | 12.4 | 20 | 1084 | 1609 | 783 | 217^ | 880 | 221^ | 404 | 434 | 449 | 370 | 589 | 121^ | 247^ | 249^ | 272 | 296 | 92^ | 34v | 48v | 48v |
| 9.30 - 10.00 | | | | A | 14.8 | 25 | 1294 | 1651 | 785 | 215 | 865 | 209^ | 384 | 421 | 449 | 370 | 592 | 127^ | 270 | 276 | 282 | 277 | 115^ | 52v | 79^ | 79^ |
| 10.00 - 10.30 | | | | A | 17.1 | 30 | 1495 | 1729 | 857 | 202 | 928 | 242 | 454 | 487 | 494 | 358 | 607 | 163^ | 303 | 293 | 278 | 251 | 120^ | 51^ | 74^ | 74^ |
| 10.30 - 11.00 | | | | A | 17.2 | 31 | 1503 | 1665 | 817 | 195 | 874 | 218 | 429 | 475 | 471 | 328 | 610 | 143^ | 283 | 265 | 302 | 273 | 112^ | 34v | 69^ | 69^ |
| CBS TUESDAY MOVIE | 15 | | 204 | A | 15.7 | 25 | 1372 | 1588 | 799 | 338 | 919 | 235 | 476 | 501 | 480 | 370 | 528 | 132^ | 235 | 253 | 226 | 248 | 88^ | 45v | 53^ | 26v |
| 2 TUE. 9.00P 120 CBS FF | | | 99 | B | 15.5 | 24 | 1355 | 1551 | 767 | 283 | 859 | 235 | 448 | 434 | 419 | 352 | 521 | 147 | 284 | 279 | 262 | 200 | 91 | 38 | 80 | 57 |
| 9.00 - 9.30 | | | | A | 14.1 | 21 | 1232 | 1611 | 788 | 326 | 913 | 230 | 460 | 485 | 466 | 380 | 545 | 152^ | 253 | 243 | 227 | 250 | 73^ | 33v | 80^ | 40v |
| 9.30 - 10.00 | | | | A | 15.1 | 22 | 1320 | 1548 | 802 | 333 | 928 | 243 | 467 | 488 | 469 | 388 | 507 | 134^ | 230 | 237 | 202^ | 238 | 79^ | 35v | 34v | 13v |
| 10.00 - 10.30 | | | | A | 16.4 | 26 | 1433 | 1618 | 817 | 357 | 935 | 238 | 486 | 521 | 497 | 373 | 529 | 126^ | 233 | 272 | 234 | 243 | 103^ | 57^ | 51^ | 25v |
| 10.30 - 11.00 | | | | A | 17.1 | 29 | 1495 | 1584 | 795 | 332 | 903 | 223 | 486 | 513 | 488 | 347 | 532 | 124^ | 225 | 258 | 232 | 258 | 97^ | 56^ | 52^ | 26v |
| CHEERS | 15 | 209 | 207 | A | 29.1 | 41 | 2543 | 1768 | 763 | 394 | 852 | 355 | 590 | 527 | 359 | 207 | 608 | 265 | 446 | 412 | 259 | 123 | 149 | 84 | 159 | 93 |
| THU. 9.00P 30 NBC CS | | 99 | 99 | B | 28.4 | 42 | 2482 | 1859 | 767 | 379 | 863 | 357 | 587 | 522 | 377 | 220 | 660 | 294 | 487 | 444 | 296 | 134 | 156 | 86 | 180 | 118 |
| COLBYS | 15 | 207 | 209 | A | 13.1 | 19 | 1145 | 1604 | 829 | 293 | 918 | 231 | 457 | 439 | 467 | 379 | 433 | 141 | 223 | 218 | 185 | 165 | 157 | 143 | 96^ | 46^ |
| THU. 9.00P 60 ABC GD | | 98 | 99 | B | 11.4 | 17 | 996 | 1583 | 802 | 322 | 937 | 289 | 486 | 478 | 421 | 361 | 461 | 162 | 269 | 246 | 212 | 155 | 97 | 61 | 88 | 60 |
| 9.00 - 9.30 | | | | A | 12.5 | 18 | 1093 | 1651 | 826 | 299 | 915 | 228 | 451 | 438 | 467 | 380 | 441 | 140 | 233 | 222 | 197 | 165 | 162 | 149 | 133 | 72^ |
| 9.30 - 10.00 | | | | A | 13.6 | 20 | 1189 | 1563 | 834 | 285 | 925 | 234 | 464 | 440 | 469 | 383 | 424 | 140 | 213 | 213 | 173 | 164 | 152 | 138 | 62^ | 20v |
| CRIME STORY | 6 | 200 | 203 | A | 13.7 | 24 | 1197 | 1561 | 619 | 268 | 690 | 204 | 384 | 384 | 369 | 230 | 760 | 228 | 483 | 451 | 429 | 240 | 44^ | 18v | 67^ | 56^ |
| FRI. 10.00P 60 NBC OP | | 99 | 99 | B | 14.0 | 24 | 1224 | 1606 | 674 | 291 | 749 | 269 | 461 | 416 | 361 | 230 | 700 | 215 | 446 | 421 | 380 | 212 | 63 | 21 | 94 | 72 |
| 10.00 - 10.30 | | | | A | 14.1 | 24 | 1232 | 1584 | 618 | 267 | 691 | 204 | 393 | 391 | 371 | 224 | 773 | 244 | 507 | 469 | 428 | 228 | 46^ | 18v | 74^ | 61^ |
| 10.30 - 11.00 | | | | A | 13.3 | 24 | 1162 | 1528 | 622 | 267 | 685 | 204 | 372 | 376 | 363 | 234 | 747 | 211 | 455 | 430 | 432 | 255 | 40^ | 17v | 56^ | 45^ |
| DADS | 5 | 198 | 199 | A | 7.8 | 12 | 682 | 1922 | 716 | 358 | 815 | 348 | 588 | 544 | 363 | 184^ | 605 | 207^ | 394 | 351 | 302 | 200^ | 187^ | 104^ | 315 | 232 |
| FRI. 9.30P 30 ABC CS | | 98 | 98 | B | 7.6 | 12 | 664 | 1838 | 681 | 377 | 803 | 318 | 545 | 501 | 371 | 201 | 537 | 200 | 377 | 340 | 261 | 144 | 201 | 102 | 297 | 209 |
| DALLAS | 16 | 207 | 208 | A | 21.4 | 34 | 1870 | 1561 | 874 | 298 | 949 | 243 | 476 | 473 | 436 | 412 | 503 | 131 | 227 | 244 | 239 | 228 | 41^ | 32^ | 68^ | 42^ |
| FRI. 9.00P 60 CBS GD | | 99 | 99 | B | 22.2 | 35 | 1940 | 1603 | 858 | 328 | 952 | 260 | 482 | 468 | 420 | 410 | 486 | 138 | 250 | 250 | 226 | 202 | 63 | 39 | 102 | 68 |
| 9.00 - 9.30 | | | | A | 21.2 | 34 | 1853 | 1552 | 863 | 294 | 933 | 236 | 463 | 458 | 425 | 413 | 498 | 127 | 225 | 242 | 237 | 227 | 44^ | 33^ | 77^ | 48^ |
| 9.30 - 10.00 | | | | A | 21.7 | 34 | 1897 | 1558 | 881 | 300 | 958 | 249 | 486 | 484 | 443 | 408 | 501 | 134 | 224 | 243 | 235 | 226 | 40^ | 30^ | 59^ | 35^ |
| DESIGNING WOMEN | 2 | 207 | 207 | A | 17.6 | 25 | 1538 | 1603 | 756 | 236 | 861 | 260 | 447 | 417 | 370 | 345 | 515 | 146 | 294 | 279 | 258 | 183 | 117 | 92^ | 110 | 97 |
| 1 SUN. 9.00P 60 CBS CS | | 99 | 99 | B | 17.6 | 25 | 1538 | 1603 | 756 | 236 | 861 | 260 | 447 | 417 | 370 | 345 | 515 | 146 | 294 | 279 | 258 | 183 | 117 | 92 | 110 | 97 |
| 2 SUN. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.9 | 24 | 1477 | 1617 | 751 | 234 | 851 | 235 | 411 | 399 | 383 | 364 | 525 | 137 | 294 | 285 | 280 | 192 | 125 | 94^ | 116 | 105 |
| 9.30 - 10.00 | | | | A | 19.0 | 28 | 1661 | 1577 | 766 | 239 | 883 | 305 | 510 | 448 | 348 | 313 | 494 | 161^ | 292 | 266 | 219 | 166^ | 103^ | 87^ | 97^ | 82^ |
| DISNEY SUNDAY MOVIE | 17 | 211 | 210 | A | 12.2 | 18 | 1066 | 2288 | 741 | 273 | 807 | 309 | 542 | 533 | 379 | 215 | 732 | 307 | 510 | 428 | 316 | 185 | 303 | 122^ | 446 | 267 |
| 1 SUN. 7.27P 93 ABC FF | | 99 | 99 | B | 13.1 | 20 | 1145 | 2260 | 702 | 309 | 795 | 328 | 542 | 504 | 354 | 198 | 646 | 273 | 470 | 429 | 287 | 149 | 243 | 109 | 576 | 370 |
| 2 SUN. 7.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 9.0 | 14 | 787 | 2224 | 794 | 292^ | 863 | 245^ | 523 | 536 | 440 | 289^ | 712 | 178^ | 425 | 443 | 420 | 249^ | 207^ | 49v | 442 | 300^ |
| 7.30 - 8.00 | | | | A | 11.7 | 18 | 1023 | 2240 | 740 | 242 | 782 | 285 | 509 | 513 | 369 | 220 | 712 | 284 | 490 | 418 | 320 | 191 | 265 | 81^ | 481 | 302 |
| 8.00 - 8.30 | | | | A | 13.2 | 19 | 1154 | 2341 | 718 | 275 | 794 | 318 | 550 | 534 | 373 | 199 | 738 | 333 | 522 | 424 | 292 | 176 | 344 | 162 | 465 | 273 |
| 8.30 - 9.00 | | | | A | 13.3 | 19 | 1162 | 2306 | 755 | 300 | 837 | 341 | 576 | 551 | 383 | 212 | 756 | 344 | 549 | 438 | 304 | 168 | 321 | 146 | 392 | 214 |
| DYNASTY | 15 | 210 | 209 | A | 18.6 | 28 | 1626 | 1519 | 821 | 377 | 910 | 284 | 544 | 532 | 455 | 298 | 421 | 164 | 254 | 233 | 178 | 132 | 111 | 57^ | 77^ | 45^ |
| WED. 9.00P 60 ABC GD | | 99 | 99 | B | 17.5 | 27 | 1530 | 1585 | 846 | 372 | 950 | 340 | 574 | 534 | 413 | 309 | 436 | 163 | 271 | 254 | 194 | 138 | 95 | 46 | 104 | 69 |
| 9.00 - 9.30 | | | | A | 18.1 | 27 | 1582 | 1523 | 804 | 367 | 891 | 275 | 532 | 524 | 450 | 290 | 415 | 157 | 247 | 227 | 178 | 134 | 125 | 64^ | 92 | 59^ |
| 9.30 - 10.00 | | | | A | 19.2 | 29 | 1678 | 1501 | 830 | 382 | 918 | 289 | 552 | 535 | 458 | 299 | 424 | 168 | 259 | 236 | 177 | 130 | 99 | 49^ | 60^ | 31^ |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| EASY STREET | | | | | | 3 | | 200 | A | 14.6 | 22 | 1276 | 2139 | 798 | 373 | 920 | 366 | 621 | 534 | 394 | 242 | 719 | 281 | 514 | 406 | 335 | 165^ | 201^ | 137^ | 299 | 218 |
| | 2 SUN. | 8.00P | 30 | NBC | CS | | | 99 | B | 13.0 | 19 | 1136 | 2188 | 787 | 378 | 912 | 346 | 600 | 536 | 411 | 242 | 667 | 258 | 470 | 386 | 333 | 148 | 270 | 147 | 339 | 231 |
| EASY STREET SPECIAL(S) | | | | | | | 201 | | A | 17.8 | 29 | 1556 | 1654 | 766 | 254 | 809 | 240 | 435 | 367 | 357 | 359 | 509 | 137^ | 266 | 263 | 233 | 216 | 151^ | 80^ | 185 | 122^ |
| | 1 SAT. | 9.30P | 30 | NBC | CS | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| EQUALIZER | | | | | | 14 | | 208 | A | 15.0 | 25 | 1311 | 1523 | 582 | 172^ | 711 | 195^ | 395 | 432 | 373 | 248 | 629 | 158^ | 382 | 325 | 344 | 218 | 94^ | 40v | 89^ | 24v |
| | 2 WED. | 10.00P | 60 | CBS | PD | | | 99 | B | 15.6 | 26 | 1363 | 1562 | 655 | 252 | 740 | 201 | 398 | 401 | 380 | 280 | 659 | 200 | 414 | 378 | 347 | 214 | 99 | 54 | 64 | 37 |
| | | 10.00 - 10.30 | | | | | | | A | 15.1 | 25 | 1320 | 1512 | 585 | 174^ | 708 | 194^ | 396 | 442 | 379 | 234 | 620 | 160^ | 379 | 327 | 339 | 210^ | 94^ | 41v | 90^ | 24v |
| | | 10.30 - 11.00 | | | | | | | A | 14.9 | 26 | 1302 | 1528 | 579 | 167^ | 712 | 194^ | 391 | 425 | 365 | 259 | 635 | 157^ | 382 | 321 | 347 | 226 | 94^ | 40v | 87^ | 22v |
| FACTS OF LIFE | | | | | | 14 | 203 | 206 | A | 16.8 | 29 | 1468 | 2041 | 756 | 444 | 1011 | 382 | 609 | 479 | 378 | 370 | 494 | 161 | 269 | 251 | 217 | 200 | 208 | 145 | 328 | 202 |
| | SAT. | 8.00P | 30 | NBC | CS | | 99 | 99 | B | 16.7 | 29 | 1460 | 1894 | 786 | 348 | 924 | 303 | 502 | 441 | 366 | 367 | 487 | 165 | 276 | 252 | 210 | 184 | 179 | 114 | 304 | 215 |
| FALCON CREST | | | | | | 15 | 206 | 207 | A | 17.1 | 30 | 1495 | 1456 | 814 | 288 | 949 | 242 | 444 | 421 | 432 | 438 | 434 | 112 | 185 | 198 | 182 | 214 | 27^ | 12v | 46^ | 33^ |
| | FRI. | 10.00P | 60 | CBS | GD | | 99 | 99 | B | 17.6 | 30 | 1538 | 1514 | 840 | 307 | 935 | 237 | 445 | 424 | 409 | 436 | 450 | 124 | 221 | 226 | 196 | 197 | 60 | 31 | 69 | 51 |
| | | 10.00 - 10.30 | | | | | | | A | 17.3 | 29 | 1512 | 1461 | 827 | 286 | 954 | 241 | 445 | 423 | 435 | 441 | 438 | 109 | 188 | 201 | 189 | 215 | 24^ | 11v | 45^ | 30^ |
| | | 10.30 - 11.00 | | | | | | | A | 16.9 | 30 | 1477 | 1443 | 801 | 289 | 942 | 241 | 442 | 416 | 430 | 435 | 428 | 114 | 182 | 193 | 176 | 212 | 27^ | 12v | 46^ | 33^ |
| FAMILY TIES | | | | | | 15 | 213 | 214 | A | 36.3 | 52 | 3173 | 2020 | 815 | 408 | 923 | 367 | 618 | 535 | 394 | 257 | 578 | 259 | 400 | 370 | 228 | 129 | 186 | 114 | 333 | 202 |
| | THU. | 8.30P | 30 | NBC | CS | | 99 | 99 | B | 34.0 | 50 | 2972 | 2054 | 809 | 383 | 927 | 378 | 625 | 546 | 401 | 245 | 600 | 265 | 432 | 382 | 261 | 133 | 207 | 113 | 320 | 209 |
| GIMME A BREAK | | | | | | 14 | 190 | 190 | A | 15.4 | 23 | 1346 | 1810 | 706 | 379 | 807 | 277 | 483 | 429 | 375 | 278 | 583 | 246 | 400 | 322 | 250 | 163 | 191 | 109 | 229 | 153 |
| | WED. | 9.00P | 30 | NBC | CS | | 95 | 98 | B | 14.8 | 23 | 1294 | 1739 | 725 | 321 | 842 | 284 | 482 | 435 | 375 | 303 | 473 | 172 | 310 | 271 | 223 | 139 | 193 | 103 | 231 | 156 |
| GOLDEN GIRLS | | | | | | 15 | 209 | 208 | A | 23.1 | 37 | 2019 | 1846 | 747 | 326 | 888 | 257 | 467 | 413 | 356 | 393 | 532 | 153 | 271 | 268 | 236 | 227 | 150 | 85 | 276 | 162 |
| | SAT. | 9.00P | 30 | NBC | CS | | 99 | 99 | B | 25.2 | 41 | 2202 | 1817 | 821 | 321 | 929 | 264 | 478 | 447 | 394 | 395 | 521 | 154 | 278 | 266 | 233 | 212 | 133 | 82 | 234 | 167 |
| GROWING PAINS | | | | | | 14 | 211 | 209 | A | 24.2 | 35 | 2115 | 2117 | 797 | 386 | 870 | 373 | 603 | 529 | 391 | 186 | 631 | 252 | 476 | 451 | 324 | 96 | 276 | 174 | 340 | 230 |
| | TUE. | 8.30P | 30 | ABC | CS | | 99 | 99 | B | 22.7 | 33 | 1984 | 1982 | 761 | 380 | 856 | 391 | 613 | 533 | 358 | 188 | 551 | 254 | 413 | 364 | 240 | 103 | 246 | 137 | 329 | 218 |
| GUNG HO | | | | | | 5 | 200 | 198 | A | 8.6 | 14 | 752 | 1992 | 724 | 324 | 835 | 347 | 592 | 526 | 384 | 203 | 582 | 198 | 375 | 317 | 296 | 201 | 193 | 104^ | 382 | 300 |
| | FRI. | 9.00P | 30 | ABC | CS | | 98 | 96 | B | 8.5 | 13 | 743 | 1872 | 672 | 352 | 803 | 303 | 526 | 468 | 378 | 225 | 521 | 180 | 356 | 315 | 260 | 150 | 195 | 98 | 353 | 256 |
| HALLMARK HALL OF FAME-CBS(S) | | | | | | | 202 | | A | 14.1 | 24 | 1232 | 1820 | 856 | 342 | 970 | 273 | 541 | 519 | 461 | 347 | 647 | 212^ | 339 | 324 | 302 | 253 | 42v | 42v | 161^ | 132^ |
| | 1 SAT. | 9.00P | 120 | CBS | FF | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 9.00 - 9.30 | | | | | | | A | 12.4 | 20 | 1084 | 1730 | 871 | 425 | 981 | 332 | 558 | 553 | 405 | 338 | 614 | 214^ | 330 | 310 | 301 | 234^ | 32v | 32v | 103^ | 74^ |
| | | 9.30 - 10.00 | | | | | | | A | 13.4 | 22 | 1171 | 1832 | 935 | 364 | 971 | 266 | 509 | 510 | 456 | 375 | 643 | 231^ | 352 | 339 | 306 | 245 | 37v | 37v | 181^ | 153^ |
| | | 10.00 - 10.30 | | | | | | | A | 15.2 | 26 | 1328 | 1874 | 811 | 306 | 948 | 240 | 523 | 481 | 476 | 345 | 667 | 206^ | 343 | 330 | 302 | 264 | 53v | 53v | 206^ | 168^ |
| | | 10.30 - 11.00 | | | | | | | A | 15.3 | 27 | 1337 | 1829 | 823 | 291 | 981 | 265 | 567 | 540 | 492 | 333 | 651 | 193^ | 329 | 316 | 299 | 264 | 46v | 46v | 151^ | 128^ |
| HARD COPY | | | | | | 2 | 207 | 207 | A | 11.2 | 18 | 979 | 1457 | 744 | 279 | 833 | 245 | 433 | 363 | 386 | 345 | 497 | 138^ | 261 | 252 | 248 | 204 | 84^ | 56^ | 43^ | 24v |
| | SUN. | 10.00P | 60 | CBS | PD | | 99 | 99 | B | 11.2 | 18 | 979 | 1457 | 744 | 279 | 833 | 245 | 433 | 363 | 386 | 345 | 497 | 138 | 261 | 252 | 248 | 204 | 84 | 56 | 43 | 24 |
| | | 10.00 - 10.30 | | | | | | | A | 11.5 | 18 | 1005 | 1450 | 739 | 271 | 819 | 229 | 425 | 374 | 393 | 338 | 503 | 145 | 273 | 270 | 248 | 201 | 79^ | 60^ | 49^ | 29v |
| | | 10.30 - 11.00 | | | | | | | A | 10.9 | 18 | 953 | 1454 | 743 | 285 | 846 | 262 | 439 | 351 | 378 | 353 | 487 | 131^ | 247 | 229 | 244 | 206 | 85^ | 50^ | 36v | 21v |
| HEAD OF THE CLASS | | | | | | 16 | 200 | 202 | A | 17.0 | 25 | 1486 | 2122 | 706 | 382 | 804 | 352 | 573 | 511 | 363 | 157 | 609 | 307 | 488 | 401 | 245 | 91^ | 315 | 147 | 394 | 286 |
| | WED. | 8.30P | 30 | ABC | CS | | 98 | 98 | B | 17.0 | 26 | 1486 | 1913 | 753 | 335 | 827 | 349 | 576 | 515 | 363 | 197 | 557 | 253 | 419 | 361 | 243 | 111 | 231 | 111 | 298 | 214 |
| HIGHWAY TO HEAVEN | | | | | | 15 | 205 | 208 | A | 18.9 | 29 | 1652 | 1731 | 790 | 330 | 896 | 209 | 422 | 450 | 440 | 396 | 533 | 124 | 282 | 280 | 295 | 227 | 126 | 70^ | 176 | 96 |
| | WED. | 8.00P | 60 | NBC | GD | | 98 | 98 | B | 18.0 | 28 | 1573 | 1679 | 746 | 312 | 859 | 206 | 389 | 383 | 385 | 411 | 529 | 131 | 277 | 275 | 277 | 215 | 125 | 68 | 166 | 105 |
| | | 8.00 - 8.30 | | | | | | | A | 18.2 | 28 | 1591 | 1732 | 792 | 324 | 899 | 220 | 424 | 444 | 430 | 398 | 537 | 129 | 281 | 273 | 289 | 234 | 123 | 68^ | 173 | 95 |
| | | 8.30 - 9.00 | | | | | | | A | 19.5 | 29 | 1704 | 1735 | 797 | 338 | 900 | 201 | 423 | 458 | 450 | 397 | 531 | 122 | 285 | 290 | 300 | 220 | 124 | 70^ | 180 | 98 |
| HILL STREET BLUES | | | | | | 7 | | 203 | A | 12.4 | 18 | 1084 | 1398 | 592 | 295 | 636 | 194^ | 360 | 359 | 336 | 221^ | 699 | 225^ | 440 | 355 | 381 | 211^ | 19v | 19v | 44v | 27v |
| | 2 TUE. | 9.00P | 60 | NBC | OP | | | 99 | B | 14.0 | 21 | 1224 | 1581 | 654 | 297 | 735 | 223 | 401 | 422 | 368 | 264 | 694 | 209 | 397 | 392 | 361 | 240 | 73 | 37 | 79 | 52 |
| | | 9.00 - 9.30 | | | | | | | A | 12.5 | 18 | 1093 | 1391 | 612 | 322 | 657 | 185^ | 379 | 381 | 359 | 227^ | 683 | 224^ | 416 | 333 | 359 | 217^ | 17v | 17v | 34v | 18v |
| | | 9.30 - 10.00 | | | | | | | A | 12.3 | 18 | 1075 | 1397 | 568 | 264 | 613 | 203^ | 344 | 337 | 310 | 213^ | 710 | 225^ | 461 | 374 | 401 | 204^ | 20v | 20v | 54v | 36v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HOTEL | | | | | | | 14 | 209 | 210 | A | 16.2 | 27 | 1416 | 1523 | 789 | 298 | 917 | 308 | 545 | 509 | 422 | 300 | 512 | 213 | 312 | 268 | 189 | 168 | 75^ | 37^ | 19v | 13v |
| | | WED. | 10.00P | 60 | ABC | GD | | 99 | 99 | B | 15.3 | 26 | 1337 | 1451 | 792 | 331 | 900 | 296 | 505 | 464 | 391 | 338 | 425 | 139 | 238 | 232 | 180 | 163 | 76 | 48 | 50 | 34 |
| | | | 10.00 - 10.30 | | | | | | | A | 16.5 | 27 | 1442 | 1526 | 781 | 298 | 903 | 302 | 543 | 512 | 419 | 291 | 514 | 218 | 316 | 269 | 188 | 166 | 79^ | 39^ | 30^ | 18v |
| | | | 10.30 - 11.00 | | | | | | | A | 16.0 | 28 | 1398 | 1500 | 790 | 293 | 921 | 312 | 544 | 498 | 417 | 306 | 501 | 205 | 303 | 260 | 185 | 168 | 71^ | 35^ | 7v | 7v |
| HUNTER | | | | | | | 12 | | 200 | A | 15.8 | 28 | 1381 | 1779 | 670 | 318 | 846 | 340 | 495 | 455 | 288 | 294 | 627 | 187^ | 372 | 357 | 320 | 207 | 170^ | 137^ | 136^ | 81^ |
| | 2 | SAT. | 10.00P | 60 | NBC | OP | | | 99 | B | 17.2 | 31 | 1503 | 1689 | 760 | 291 | 851 | 260 | 456 | 429 | 368 | 338 | 560 | 160 | 312 | 297 | 284 | 211 | 143 | 92 | 135 | 108 |
| | | | 10.00 - 10.30 | | | | | | | A | 16.1 | 28 | 1407 | 1766 | 663 | 320 | 832 | 321 | 480 | 460 | 294 | 293 | 604 | 168^ | 353 | 353 | 318 | 200 | 168^ | 133^ | 162^ | 88^ |
| | | | 10.30 - 11.00 | | | | | | | A | 15.5 | 28 | 1355 | 1785 | 677 | 314 | 860 | 359 | 508 | 450 | 283 | 296 | 647 | 202^ | 388 | 360 | 321 | 215 | 170^ | 140^ | 108^ | 73^ |
| JACK & MIKE | | | | | | | 15 | 201 | 207 | A | 13.2 | 23 | 1154 | 1605 | 687 | 246 | 782 | 300 | 456 | 427 | 345 | 255 | 651 | 260 | 455 | 452 | 311 | 138 | 76^ | 55^ | 96^ | 57^ |
| | 1 | TUE. | 10.16P | 60 | ABC | A | | 98 | 99 | B | 13.8 | 24 | 1206 | 1513 | 736 | 352 | 832 | 322 | 543 | 520 | 394 | 224 | 514 | 219 | 368 | 331 | 239 | 118 | 96 | 55 | 71 | 45 |
| | 2 | TUE. | 10.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 10.00 - 10.30 | | | | | | | A | 14.0 | 23 | 1224 | 1633 | 691 | 270 | 782 | 305 | 487 | 455 | 358 | 219 | 688 | 299 | 475 | 483 | 302 | 136 | 87^ | 69^ | 76^ | 40^ |
| | | | 10.30 - 11.00 | | | | | | | A | 12.7 | 22 | 1110 | 1631 | 681 | 242 | 784 | 314 | 453 | 421 | 330 | 266 | 645 | 249 | 458 | 451 | 320 | 137 | 70^ | 58^ | 132 | 86^ |
| | | | 11.00 - 11.30 | | | | | | | A | 12.5 | 24 | 1093 | 1435 | 710 | 190^ | 781 | 232^ | 377 | 372 | 371 | 330 | 578 | 192^ | 396 | 359 | 314 | 155^ | 52v | LT | 24v | LT |
| KATE & ALLIE | | | | | | | 16 | 205 | 207 | A | 19.4 | 28 | 1696 | 1734 | 785 | 375 | 887 | 289 | 476 | 451 | 368 | 343 | 441 | 141 | 269 | 263 | 216 | 141 | 152 | 98 | 254 | 145 |
| | | MON. | 8.00P | 30 | CBS | CS | | 99 | 99 | B | 18.8 | 28 | 1643 | 1670 | 793 | 349 | 895 | 286 | 484 | 459 | 395 | 339 | 454 | 150 | 270 | 264 | 210 | 152 | 128 | 74 | 193 | 116 |
| KNOTS LANDING | | | | | | | 10 | 207 | 203 | A | 17.5 | 28 | 1530 | 1507 | 856 | 349 | 1011 | 416 | 668 | 587 | 422 | 302 | 373 | 138 | 224 | 206 | 165 | 128 | 87^ | 65^ | 36^ | 31^ |
| | | THU. | 10.00P | 60 | CBS | GD | | 99 | 98 | B | 17.7 | 29 | 1547 | 1550 | 831 | 333 | 958 | 375 | 600 | 530 | 397 | 307 | 450 | 185 | 290 | 257 | 193 | 135 | 87 | 53 | 55 | 37 |
| | | | 10.00 - 10.30 | | | | | | | A | 17.6 | 27 | 1538 | 1506 | 852 | 351 | 1005 | 405 | 658 | 582 | 425 | 304 | 370 | 135 | 215 | 195 | 165 | 134 | 86^ | 62^ | 45^ | 39^ |
| | | | 10.30 - 11.00 | | | | | | | A | 17.4 | 29 | 1521 | 1502 | 855 | 346 | 1013 | 423 | 675 | 589 | 419 | 301 | 378 | 143 | 234 | 216 | 165 | 123 | 87^ | 70^ | 24v | 24v |
| L.A. LAW | | | | | | | 8 | 208 | 207 | A | 17.8 | 28 | 1556 | 1562 | 739 | 380 | 793 | 284 | 506 | 492 | 387 | 223 | 595 | 195 | 417 | 406 | 334 | 150 | 120 | 71^ | 54^ | 43^ |
| | | THU. | 10.00P | 60 | NBC | GD | | 99 | 99 | B | 18.2 | 29 | 1591 | 1533 | 729 | 370 | 812 | 297 | 522 | 495 | 399 | 225 | 591 | 204 | 390 | 394 | 319 | 151 | 85 | 50 | 45 | 39 |
| | | | 10.00 - 10.30 | | | | | | | A | 18.2 | 28 | 1591 | 1554 | 727 | 377 | 778 | 276 | 503 | 493 | 392 | 211 | 589 | 195 | 416 | 405 | 331 | 147 | 132 | 80^ | 55^ | 45^ |
| | | | 10.30 - 11.00 | | | | | | | A | 17.4 | 29 | 1521 | 1562 | 747 | 380 | 803 | 289 | 508 | 489 | 382 | 234 | 601 | 193 | 417 | 406 | 338 | 155 | 107 | 61^ | 51^ | 43^ |
| MACGYVER | | | | | | | 14 | | 205 | A | 14.8 | 22 | 1294 | 1887 | 626 | 247 | 685 | 211^ | 377 | 375 | 302 | 282 | 707 | 236 | 417 | 421 | 373 | 245 | 182^ | 67^ | 313 | 184^ |
| | 2 | MON. | 8.00P | 60 | ABC | A | | | 98 | B | 14.4 | 22 | 1259 | 1764 | 661 | 277 | 732 | 198 | 393 | 394 | 358 | 280 | 711 | 196 | 413 | 405 | 388 | 251 | 133 | 64 | 188 | 127 |
| | | | 8.00 - 8.30 | | | | | | | A | 13.9 | 21 | 1215 | 1885 | 629 | 240 | 681 | 195^ | 353 | 358 | 305 | 298 | 743 | 255 | 432 | 439 | 386 | 262 | 175^ | 66^ | 286 | 169^ |
| | | | 8.30 - 9.00 | | | | | | | A | 15.7 | 24 | 1372 | 1881 | 621 | 251 | 687 | 226 | 399 | 392 | 301 | 263 | 674 | 218 | 401 | 404 | 360 | 230 | 186^ | 64^ | 334 | 199^ |
| MAGNUM, P.I. | | | | | | | 15 | | 206 | A | 16.9 | 26 | 1477 | 1570 | 681 | 259 | 803 | 236 | 468 | 467 | 416 | 262 | 604 | 133^ | 306 | 316 | 341 | 243 | 77^ | 22v | 86^ | 51^ |
| | 2 | WED. | 9.00P | 60 | CBS | PD | | | 99 | B | 16.6 | 26 | 1451 | 1685 | 710 | 285 | 792 | 230 | 450 | 441 | 401 | 288 | 665 | 227 | 419 | 400 | 331 | 198 | 122 | 54 | 106 | 65 |
| | | | 9.00 - 9.30 | | | | | | | A | 16.5 | 25 | 1442 | 1549 | 669 | 260 | 785 | 228 | 451 | 468 | 396 | 263 | 584 | 140^ | 296 | 312 | 322 | 232 | 72^ | 19v | 108^ | 61^ |
| | | | 9.30 - 10.00 | | | | | | | A | 17.2 | 26 | 1503 | 1593 | 693 | 258 | 819 | 243 | 488 | 467 | 439 | 259 | 626 | 129^ | 317 | 321 | 359 | 255 | 83^ | 24v | 65^ | 41v |
| MATLOCK | | | | | | | 15 | 207 | 207 | A | 18.1 | 27 | 1582 | 1420 | 693 | 240 | 794 | 138 | 315 | 314 | 354 | 456 | 525 | 89^ | 203 | 205 | 266 | 283 | 29^ | 23v | 72^ | 44^ |
| | | TUE. | 8.00P | 60 | NBC | GD | | 99 | 99 | B | 18.1 | 27 | 1582 | 1578 | 748 | 268 | 826 | 163 | 338 | 345 | 385 | 427 | 595 | 123 | 270 | 268 | 303 | 279 | 72 | 46 | 85 | 53 |
| | | | 8.00 - 8.30 | | | | | | | A | 17.7 | 26 | 1547 | 1397 | 677 | 234 | 779 | 138 | 304 | 300 | 339 | 454 | 512 | 76^ | 188 | 190 | 268 | 283 | 30^ | 26^ | 76^ | 47^ |
| | | | 8.30 - 9.00 | | | | | | | A | 18.5 | 27 | 1617 | 1438 | 706 | 244 | 805 | 138 | 325 | 322 | 362 | 459 | 539 | 102 | 218 | 221 | 263 | 282 | 27^ | 21v | 67^ | 40^ |
| MIAMI VICE | | | | | | | 15 | 209 | 213 | A | 16.5 | 26 | 1442 | 1766 | 602 | 288 | 733 | 247 | 440 | 423 | 371 | 209 | 740 | 337 | 531 | 438 | 334 | 163 | 119 | 66^ | 174 | 120 |
| | | FRI. | 9.00P | 60 | NBC | OP | | 99 | 99 | B | 17.5 | 28 | 1530 | 1779 | 687 | 348 | 772 | 292 | 509 | 484 | 379 | 201 | 694 | 276 | 491 | 446 | 334 | 162 | 132 | 61 | 181 | 129 |
| | | | 9.00 - 9.30 | | | | | | | A | 16.1 | 25 | 1407 | 1756 | 589 | 289 | 720 | 239 | 424 | 409 | 364 | 212 | 748 | 339 | 532 | 439 | 335 | 169 | 120 | 65^ | 168 | 114 |
| | | | 9.30 - 10.00 | | | | | | | A | 16.9 | 27 | 1477 | 1772 | 611 | 284 | 743 | 255 | 450 | 434 | 378 | 206 | 732 | 335 | 528 | 436 | 329 | 158 | 119 | 66^ | 178 | 124 |
| MIKE HAMMER | | | | | | | 8 | 201 | 202 | A | 12.6 | 19 | 1101 | 1547 | 662 | 210 | 738 | 149 | 324 | 329 | 359 | 365 | 652 | 121^ | 265 | 309 | 364 | 310 | 31v | 11v | 126^ | 81^ |
| | | WED. | 8.00P | 60 | CBS | PD | | 97 | 99 | B | 12.2 | 19 | 1066 | 1638 | 690 | 223 | 765 | 143 | 318 | 355 | 380 | 372 | 655 | 136 | 311 | 344 | 365 | 278 | 69 | 33 | 149 | 86 |
| | | | 8.00 - 8.30 | | | | | | | A | 12.2 | 19 | 1066 | 1529 | 660 | 202 | 728 | 147 | 315 | 324 | 348 | 366 | 646 | 126^ | 259 | 304 | 351 | 306 | 32v | 13v | 123^ | 81^ |
| | | | 8.30 - 9.00 | | | | | | | A | 12.9 | 19 | 1127 | 1562 | 669 | 216 | 749 | 149 | 330 | 334 | 368 | 366 | 657 | 115^ | 267 | 317 | 377 | 312 | 28v | 8v | 128 | 81^ |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MR. BELVEDERE | 14 | 205 | 203 | A | 14.7 | 24 | 1285 | 1928 | 731 | 300 | 860 | 322 | 532 | 471 | 349 | 283 | 480 | 176 | 287 | 220 | 198 | 187 | 195 | 116 | 393 | 241 |
| FRI. 8.30P 30 ABC CS | | 98 | 97 | B | 13.6 | 22 | 1189 | 1846 | 715 | 285 | 830 | 260 | 461 | 419 | 354 | 328 | 461 | 151 | 264 | 244 | 205 | 168 | 164 | 95 | 391 | 251 |
| MOONLIGHTING | 14 | | 210 | A | 23.7 | 35 | 2071 | 1906 | 764 | 387 | 854 | 366 | 631 | 539 | 391 | 187 | 658 | 307 | 515 | 488 | 324 | 69^ | 202 | 107^ | 192 | 135 |
| 2 TUE. 9.00P 60 ABC PD | | | 99 | B | 22.8 | 34 | 1993 | 1822 | 789 | 403 | 894 | 402 | 657 | 586 | 394 | 184 | 594 | 285 | 461 | 416 | 256 | 98 | 183 | 101 | 151 | 103 |
| 9.00 - 9.30 | | | | A | 23.6 | 35 | 2063 | 1950 | 765 | 383 | 854 | 362 | 626 | 531 | 388 | 193 | 663 | 312 | 529 | 499 | 328 | 62^ | 207 | 110^ | 226 | 156 |
| 9.30 - 10.00 | | | | A | 23.8 | 35 | 2080 | 1854 | 760 | 389 | 851 | 367 | 633 | 545 | 393 | 180 | 651 | 304 | 503 | 477 | 315 | 74^ | 195 | 104^ | 157 | 114^ |
| MURDER, SHE WROTE | 15 | 207 | 208 | A | 25.8 | 37 | 2255 | 1671 | 792 | 316 | 892 | 183 | 369 | 379 | 400 | 458 | 577 | 116 | 258 | 279 | 297 | 274 | 99 | 56^ | 103 | 70 |
| SUN. 8.00P 60 CBS SM | | 99 | 99 | B | 25.5 | 37 | 2229 | 1632 | 803 | 309 | 887 | 172 | 382 | 407 | 429 | 431 | 589 | 124 | 277 | 292 | 306 | 266 | 67 | 36 | 89 | 58 |
| 8.00 - 8.30 | | | | A | 25.5 | 37 | 2229 | 1658 | 799 | 311 | 894 | 178 | 355 | 375 | 393 | 474 | 568 | 102 | 245 | 273 | 297 | 280 | 100 | 55^ | 96 | 67 |
| 8.30 - 9.00 | | | | A | 26.1 | 37 | 2281 | 1678 | 787 | 321 | 889 | 187 | 379 | 384 | 407 | 443 | 582 | 126 | 267 | 283 | 297 | 270 | 98 | 58^ | 109 | 72 |
| MY SISTER SAM | 12 | 206 | 207 | A | 18.1 | 26 | 1582 | 1705 | 795 | 372 | 881 | 312 | 499 | 476 | 361 | 310 | 431 | 147 | 259 | 243 | 194 | 145 | 146 | 93 | 247 | 139 |
| MON. 8.30P 30 CBS CS | | 99 | 99 | B | 18.3 | 27 | 1599 | 1666 | 781 | 345 | 870 | 297 | 492 | 472 | 375 | 310 | 453 | 156 | 273 | 272 | 205 | 145 | 132 | 82 | 211 | 138 |
| NBC MONDAY NIGHT MOVIES | 15 | 199 | 201 | A | 16.4 | 24 | 1433 | 1623 | 683 | 286 | 748 | 198 | 389 | 395 | 391 | 289 | 723 | 224 | 429 | 388 | 367 | 245 | 88^ | 48^ | 64^ | 50^ |
| 1 MON. 8.00P 180 NBC FF | | 99 | 99 | B | 18.3 | 28 | 1599 | 1662 | 780 | 344 | 879 | 301 | 535 | 492 | 409 | 279 | 537 | 183 | 326 | 306 | 262 | 170 | 142 | 80 | 104 | 79 |
| 2 MON. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 15.9 | 22 | 1390 | 1765 | 720 | 332 | 757 | 162^ | 406 | 422 | 443 | 309 | 798 | 188^ | 412 | 406 | 406 | 344 | 92^ | 43v | 118^ | 88^ |
| 8.30 - 9.00 | | | | A | 15.9 | 22 | 1390 | 1771 | 706 | 339 | 751 | 184^ | 407 | 411 | 422 | 301 | 834 | 202 | 441 | 427 | 422 | 352 | 101^ | 50v | 85^ | 77^ |
| 9.00 - 9.30 | | | | A | 15.7 | 22 | 1372 | 1636 | 677 | 278 | 748 | 200 | 404 | 397 | 381 | 285 | 687 | 220 | 407 | 359 | 341 | 238 | 120 | 69^ | 81^ | 62^ |
| 9.30 - 10.00 | | | | A | 17.0 | 25 | 1486 | 1596 | 680 | 299 | 758 | 213 | 413 | 403 | 387 | 276 | 696 | 236 | 418 | 367 | 338 | 230 | 95^ | 44^ | 47^ | 41^ |
| 10.00 - 10.30 | | | | A | 17.1 | 26 | 1495 | 1555 | 676 | 276 | 741 | 198 | 367 | 392 | 381 | 288 | 697 | 221 | 434 | 387 | 370 | 212 | 65^ | 39^ | 52^ | 35^ |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 10.30 - 11.00 | | | | A | 16.4 | 27 | 1433 | 1575 | 671 | 243 | 747 | 202 | 362 | 371 | 379 | 293 | 718 | 241 | 455 | 403 | 371 | 211 | 68^ | 43^ | 42^ | 28^ |
| NBC NEWS DIGEST-M-F | 80 | 146 | | A | 13.4 | 19 | 1171 | 1708 | 731 | 310 | 842 | 277 | 490 | 448 | 386 | 317 | 555 | 157 | 306 | 313 | 284 | 213 | 125 | 72^ | 186 | 119 |
| 1 MON. 8.56P 1 NBC N | | 77 | | B | 13.1 | 20 | 1145 | 1845 | 720 | 335 | 832 | 286 | 489 | 435 | 365 | 292 | 621 | 203 | 378 | 362 | 302 | 199 | 156 | 82 | 236 | 160 |
| 1 TU-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-2-M-F | 38 | 160 | | A | 11.5 | 17 | 1005 | 1587 | 671 | 306 | 747 | 200 | 424 | 441 | 430 | 246 | 651 | 240 | 419 | 370 | 327 | 197 | 101^ | 45^ | 88^ | 80^ |
| 1 MON. 9.47P 1 NBC N | | 85 | | B | 12.4 | 19 | 1084 | 1686 | 745 | 330 | 843 | 289 | 513 | 465 | 397 | 273 | 575 | 207 | 381 | 357 | 285 | 161 | 129 | 61 | 139 | 102 |
| 1 W & F 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS DIGEST-SAT | 16 | 153 | | A | 12.1 | 20 | 1058 | 1957 | 851 | 333 | 972 | 358 | 532 | 468 | 346 | 407 | 552 | 141^ | 295 | 278 | 276 | 257^ | 154^ | 87^ | 279 | 195^ |
| 1 SAT. 8.58P 1 NBC N | | 79 | | B | 16.1 | 27 | 1407 | 1792 | 749 | 327 | 873 | 260 | 439 | 398 | 355 | 382 | 531 | 160 | 276 | 244 | 233 | 224 | 145 | 81 | 243 | 175 |
| NBC NIGHTLY NEWS-SAT. | 14 | 172 | 148 | A | 7.5 | 14 | 656 | 1541 | 684 | 262 | 749 | 128^ | 281 | 315 | 352 | 366 | 745 | 138^ | 342 | 339 | 356 | 336 | LT | LT | 40v | LT |
| SAT. 6.30P 30 NBC N | | 92 | 79 | B | 10.2 | 20 | 891 | 1455 | 649 | 189 | 712 | 96 | 211 | 254 | 294 | 427 | 627 | 137 | 278 | 282 | 276 | 313 | 42 | 9 | 74 | 46 |
| NBC NIGHTLY NEWS-SUN | 8 | 176 | | A | 9.8 | 17 | 857 | 1593 | 770 | 245^ | 799 | 137^ | 231^ | 347 | 323^ | 452 | 665 | 85^ | 284^ | 341 | 333 | 324 | 12v | 12v | 117^ | 57v |
| 1 SUN. 6.30P 30 NBC N | | 91 | | B | 7.2 | 12 | 629 | 1444 | 720 | 212 | 770 | 126 | 270 | 319 | 349 | 428 | 549 | 104 | 247 | 265 | 267 | 264 | 75 | 38 | 50 | 31 |
| NBC NIGHTLY NEWS | 78 | 202 | 204 | A | 12.7 | 22 | 1110 | 1452 | 667 | 184 | 744 | 133 | 274 | 305 | 309 | 403 | 637 | 101 | 248 | 292 | 333 | 322 | 28^ | 14v | 43^ | 24^ |
| M-F 6.30P 30 NBC N | | 98 | 99 | B | 12.2 | 22 | 1066 | 1483 | 673 | 198 | 734 | 144 | 261 | 289 | 315 | 404 | 633 | 130 | 266 | 274 | 288 | 321 | 47 | 26 | 69 | 45 |
| NBC SUNDAY NIGHT MOVIE | 16 | 200 | 204 | A | 20.4 | 31 | 1783 | 1663 | 813 | 344 | 904 | 231 | 482 | 458 | 464 | 375 | 609 | 143 | 351 | 362 | 351 | 222 | 81 | 49^ | 69^ | 48^ |
| 1 SUN. 8.00P 180 NBC FF | | 99 | 99 | B | 18.5 | 29 | 1617 | 1751 | 766 | 328 | 872 | 313 | 541 | 492 | 408 | 272 | 621 | 211 | 408 | 393 | 324 | 171 | 148 | 71 | 110 | 80 |
| 2 SUN. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.3 | 23 | 1425 | 1874 | 848 | 297 | 882 | 230 | 476 | 470 | 465 | 358 | 701 | 122^ | 404 | 438 | 462 | 252 | 142^ | 57^ | 149^ | 103^ |
| 8.30 - 9.00 | | | | A | 17.4 | 24 | 1521 | 1851 | 827 | 321 | 860 | 216 | 462 | 450 | 467 | 357 | 741 | 124^ | 428 | 459 | 489 | 269 | 114^ | 60^ | 136^ | 90^ |
| 9.00 - 9.30 | | | | A | 21.3 | 31 | 1862 | 1693 | 814 | 358 | 911 | 237 | 494 | 458 | 454 | 378 | 616 | 157 | 362 | 369 | 344 | 217 | 82 | 58^ | 84 | 64^ |
| 9.30 - 10.00 | | | | A | 21.2 | 31 | 1853 | 1631 | 790 | 337 | 898 | 228 | 476 | 437 | 454 | 383 | 592 | 149 | 335 | 342 | 328 | 220 | 71^ | 48^ | 70^ | 50^ |
| 10.00 - 10.30 | | | | A | 21.6 | 34 | 1888 | 1576 | 798 | 355 | 903 | 234 | 480 | 460 | 461 | 369 | 570 | 142 | 334 | 334 | 316 | 206 | 67^ | 45^ | 36^ | 23^ |
| 10.30 - 11.00 | | | | A | 21.4 | 36 | 1870 | 1575 | 823 | 350 | 920 | 235 | 488 | 470 | 472 | 376 | 558 | 136 | 320 | 327 | 313 | 205 | 66^ | 35^ | 31^ | 17v |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWHART | | | | | 15 | 205 | 208 | A | 19.8 | 28 | 1731 | 1700 | 761 | 367 | 840 | 284 | 485 | 468 | 352 | 297 | 569 | 221 | 379 | 343 | 243 | 160 | 106 | 41^ | 185 | 100 |
| MON. | 9.00P | 30 | CBS | CS | | 99 | 99 | B | 20.1 | 29 | 1757 | 1682 | 788 | 352 | 875 | 303 | 510 | 482 | 382 | 303 | 544 | 206 | 367 | 342 | 252 | 153 | 109 | 59 | 154 | 99 |
| NEWSBREAK-M-F | | | | | 84 | 163 | 161 | A | 11.0 | 16 | 961 | 1573 | 761 | 301 | 843 | 211 | 400 | 403 | 393 | 387 | 549 | 127 | 267 | 278 | 282 | 246 | 67^ | 32^ | 114 | 70^ |
| 1 MTHF | 9.58P | 1 | CBS | N | | 75 | 75 | B | 12.2 | 19 | 1066 | 1600 | 779 | 302 | 872 | 249 | 446 | 426 | 397 | 370 | 529 | 148 | 286 | 273 | 264 | 213 | 92 | 44 | 107 | 75 |
| 1 WED. | 9.57P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MWF | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. | 9.55P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. | 8.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | | | | | 17 | 167 | 163 | A | 11.4 | 19 | 996 | 1819 | 709 | 174 | 853 | 176 | 376 | 387 | 424 | 379 | 600 | 151 | 308 | 291 | 286 | 254 | 86^ | 61^ | 280 | 180 |
| 1 SAT. | 10.02P | 1 | CBS | N | | 80 | 77 | B | 8.8 | 15 | 769 | 1685 | 712 | 275 | 807 | 202 | 425 | 435 | 406 | 318 | 635 | 175 | 364 | 365 | 330 | 223 | 92 | 41 | 151 | 102 |
| 2 SAT. | 9.53P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | | | | | 17 | 169 | 170 | A | 9.5 | 14 | 830 | 1606 | 734 | 242 | 848 | 281 | 448 | 422 | 358 | 333 | 534 | 151^ | 303 | 296 | 281 | 205 | 110^ | 78^ | 114^ | 94^ |
| SUN. | 9.58P | 1 | CBS | N | | 78 | 78 | B | 14.5 | 22 | 1267 | 1582 | 798 | 324 | 892 | 250 | 454 | 448 | 408 | 370 | 544 | 155 | 296 | 292 | 266 | 215 | 78 | 42 | 68 | 50 |
| NIGHT COURT | | | | | 13 | 202 | 203 | A | 25.6 | 37 | 2237 | 1709 | 731 | 397 | 806 | 314 | 564 | 519 | 368 | 193 | 610 | 255 | 463 | 412 | 278 | 123 | 172 | 100 | 121 | 78 |
| THU. | 9.30P | 30 | NBC | CS | | 99 | 99 | B | 25.2 | 38 | 2202 | 1779 | 759 | 371 | 850 | 331 | 575 | 525 | 395 | 218 | 650 | 283 | 486 | 434 | 306 | 134 | 150 | 84 | 129 | 92 |
| NOTHING IS EASY | | | | | 1 | | 207 | A | 11.4 | 17 | 996 | 1671 | 684 | 248^ | 786 | 191^ | 351 | 352 | 399 | 363 | 573 | 127^ | 316 | 315 | 351 | 228^ | 170^ | 97^ | 142^ | 116^ |
| 2 SUN. | 9.30P | 30 | CBS | CS | | | 99 | B | 11.4 | 17 | 996 | 1671 | 684 | 248 | 786 | 191 | 351 | 352 | 399 | 363 | 573 | 127 | 316 | 315 | 351 | 228 | 170 | 97 | 142 | 116 |
| OHARA | | | | | 4 | 197 | 201 | A | 11.1 | 18 | 970 | 1907 | 663 | 294 | 719 | 246 | 490 | 446 | 384 | 198 | 746 | 292 | 521 | 471 | 320 | 198 | 166 | 67^ | 276 | 209 |
| SAT. | 9.00P | 60 | ABC | OP | | 95 | 99 | B | 11.9 | 19 | 1040 | 1832 | 653 | 291 | 723 | 232 | 472 | 440 | 387 | 210 | 703 | 232 | 471 | 467 | 363 | 187 | 170 | 65 | 236 | 179 |
| 9.00 - 9.30 | | | | | | | | A | 10.5 | 17 | 918 | 1954 | 672 | 303 | 723 | 256 | 506 | 461 | 391 | 186 | 762 | 305 | 542 | 485 | 332 | 193 | 172 | 73^ | 297 | 222 |
| 9.30 - 10.00 | | | | | | | | A | 11.6 | 19 | 1014 | 1865 | 659 | 283 | 718 | 237 | 478 | 433 | 380 | 212 | 729 | 278 | 502 | 461 | 311 | 201 | 159 | 60^ | 259 | 197 |
| OUR HOUSE | | | | | 14 | 203 | 202 | A | 13.9 | 21 | 1215 | 2086 | 887 | 398 | 1012 | 342 | 580 | 544 | 407 | 345 | 661 | 211 | 399 | 369 | 329 | 200 | 119 | 107^ | 294 | 198 |
| SUN. | 7.00P | 60 | NBC | GD | | 99 | 99 | B | 13.2 | 20 | 1154 | 1943 | 777 | 337 | 884 | 274 | 515 | 472 | 403 | 314 | 610 | 207 | 394 | 350 | 302 | 177 | 172 | 105 | 277 | 180 |
| 7.00 - 7.30 | | | | | | | | A | 12.8 | 20 | 1119 | 2061 | 887 | 378 | 1010 | 333 | 571 | 544 | 404 | 357 | 653 | 214 | 402 | 371 | 316 | 196 | 118^ | 106^ | 280 | 189 |
| 7.30 - 8.00 | | | | | | | | A | 15.1 | 23 | 1320 | 2087 | 876 | 408 | 1002 | 346 | 582 | 539 | 403 | 332 | 660 | 205 | 391 | 363 | 338 | 203 | 123 | 107^ | 302 | 202 |
| OUR WORLD | | | | | 13 | 198 | 199 | A | 7.0 | 10 | 612 | 1539 | 560 | 232 | 588 | 128^ | 242 | 265 | 349 | 295 | 625 | 183^ | 422 | 429 | 386 | 162^ | 139^ | 71^ | 187^ | 93^ |
| THU. | 8.00P | 60 | ABC | DN | | 95 | 97 | B | 6.7 | 10 | 586 | 1579 | 627 | 248 | 723 | 202 | 335 | 380 | 357 | 295 | 602 | 185 | 357 | 373 | 327 | 188 | 119 | 54 | 135 | 88 |
| 8.00 - 8.30 | | | | | | | | A | 6.7 | 10 | 586 | 1527 | 530 | 228^ | 556 | 117^ | 223^ | 244 | 330 | 280 | 666 | 203^ | 449 | 456 | 409 | 170^ | 153^ | 80^ | 152^ | 51v |
| 8.30 - 9.00 | | | | | | | | A | 7.2 | 10 | 629 | 1561 | 593 | 232 | 623 | 139^ | 261 | 286 | 372 | 312 | 593 | 167^ | 401 | 406 | 368 | 156^ | 127^ | 66^ | 218^ | 131^ |
| OUTLAWS | | | | | 5 | 207 | 204 | A | 11.4 | 19 | 996 | 1777 | 759 | 261 | 828 | 201 | 373 | 405 | 373 | 378 | 726 | 209 | 369 | 375 | 347 | 293 | 81^ | 27v | 142^ | 58^ |
| SAT. | 8.00P | 60 | CBS | A | | 99 | 99 | B | 13.9 | 23 | 1215 | 1780 | 742 | 314 | 819 | 203 | 406 | 438 | 409 | 340 | 729 | 192 | 425 | 420 | 402 | 256 | 79 | 29 | 153 | 94 |
| 8.00 - 8.30 | | | | | | | | A | 11.1 | 19 | 970 | 1747 | 749 | 262 | 818 | 187 | 360 | 388 | 371 | 384 | 736 | 206 | 364 | 378 | 360 | 304 | 68^ | 21v | 125^ | 43^ |
| 8.30 - 9.00 | | | | | | | | A | 11.6 | 19 | 1014 | 1810 | 775 | 263 | 844 | 217 | 391 | 429 | 375 | 373 | 717 | 214 | 375 | 378 | 335 | 279 | 90^ | 31v | 159 | 72^ |
| PERFECT STRANGERS | | | | | 15 | 201 | 205 | A | 15.6 | 24 | 1363 | 2086 | 719 | 388 | 824 | 355 | 565 | 522 | 371 | 156 | 591 | 286 | 463 | 377 | 240 | 107 | 261 | 134 | 410 | 283 |
| WED. | 8.00P | 30 | ABC | CS | | 97 | 98 | B | 16.0 | 25 | 1398 | 1966 | 750 | 313 | 833 | 354 | 580 | 515 | 361 | 196 | 570 | 258 | 431 | 377 | 253 | 112 | 219 | 109 | 344 | 235 |
| PRES STATE UNION ANALYSIS(S) | | | | | | 199 | | A | 13.3 | 20 | 1162 | 1481 | 732 | 123^ | 770 | 59v | 247 | 295 | 399 | 475 | 579 | 58v | 203^ | 251 | 298 | 328 | 70^ | 70^ | 62^ | 47v |
| 1 TUE. | 9.40P | 7 | NBC | N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| REMINGTON STEELE | | | | | 1 | | 199 | A | 13.8 | 23 | 1206 | 1460 | 636 | 279 | 730 | 250 | 437 | 407 | 328 | 247 | 629 | 207^ | 437 | 393 | 377 | 156^ | 56v | 28v | 45v | 33v |
| 2 TUE. | 10.00P | 60 | NBC | PD | | | 99 | B | 13.8 | 23 | 1206 | 1460 | 636 | 279 | 730 | 250 | 437 | 407 | 328 | 247 | 629 | 207 | 437 | 393 | 377 | 156 | 56 | 28 | 45 | 33 |
| 10.00 - 10.30 | | | | | | | | A | 13.7 | 22 | 1197 | 1528 | 670 | 295 | 770 | 270 | 476 | 432 | 350 | 248 | 639 | 214^ | 452 | 403 | 379 | 150^ | 60v | 30v | 59v | 44v |
| 10.30 - 11.00 | | | | | | | | A | 13.9 | 24 | 1215 | 1385 | 602 | 261 | 687 | 228^ | 395 | 381 | 305 | 245 | 616 | 200^ | 417 | 379 | 369 | 162^ | 53v | 27v | 29v | 23v |
| ST. ELSEWHERE | | | | | 15 | 208 | 206 | A | 14.3 | 24 | 1250 | 1550 | 791 | 375 | 851 | 296 | 569 | 552 | 467 | 225 | 555 | 192 | 381 | 375 | 316 | 145 | 72^ | 47^ | 72^ | 55^ |
| WED. | 10.00P | 60 | NBC | GD | | 99 | 99 | B | 13.6 | 23 | 1189 | 1605 | 803 | 380 | 894 | 335 | 576 | 547 | 422 | 259 | 547 | 207 | 391 | 371 | 285 | 127 | 94 | 41 | 70 | 54 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ST. ELSEWHERE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 14.5 | 24 | 1267 | 1526 | 784 | 375 | 846 | 292 | 571 | 552 | 467 | 217 | 529 | 187 | 363 | 357 | 298 | 136 | 75^ | 49^ | 76^ | 62^ |
| 10.30 - 11.00 | | | | A | 14.0 | 24 | 1224 | 1576 | 801 | 375 | 857 | 304 | 567 | 551 | 465 | 230 | 580 | 197 | 401 | 394 | 337 | 152 | 69^ | 43^ | 70^ | 48^ |
| SCARECROW & MRS. KING | 14 | 207 | 208 | A | 13.9 | 23 | 1215 | 1667 | 748 | 257 | 843 | 173 | 343 | 365 | 377 | 432 | 560 | 140 | 248 | 292 | 276 | 240 | 83^ | 41^ | 181 | 110^ |
| FRI. 8.00P 60 CBS GD | | 99 | 99 | B | 14.8 | 25 | 1294 | 1663 | 802 | 329 | 894 | 214 | 424 | 425 | 406 | 409 | 524 | 138 | 276 | 277 | 269 | 207 | 68 | 39 | 177 | 109 |
| 8.00 - 8.30 | | | | A | 13.3 | 22 | 1162 | 1670 | 744 | 249 | 834 | 174 | 339 | 361 | 371 | 426 | 546 | 142 | 246 | 280 | 266 | 232 | 83^ | 42^ | 207 | 123 |
| 8.30 - 9.00 | | | | A | 14.6 | 24 | 1276 | 1644 | 748 | 259 | 845 | 172 | 343 | 365 | 378 | 433 | 565 | 136 | 248 | 297 | 283 | 245 | 78^ | 37^ | 156 | 95^ |
| SHELL GAME | 5 | 204 | 202 | A | 9.4 | 13 | 822 | 1625 | 733 | 301 | 791 | 166^ | 354 | 405 | 438 | 367 | 571 | 83^ | 273 | 297 | 390 | 265 | 80^ | 38v | 183 | 107^ |
| THU. 8.00P 60 CBS PD | | 98 | 98 | B | 9.3 | 13 | 813 | 1671 | 748 | 284 | 804 | 152 | 347 | 391 | 423 | 395 | 591 | 97 | 292 | 302 | 374 | 269 | 74 | 29 | 202 | 142 |
| 8.00 - 8.30 | | | | A | 9.2 | 13 | 804 | 1632 | 735 | 305 | 788 | 176^ | 359 | 413 | 434 | 355 | 596 | 103^ | 300 | 318 | 395 | 262 | 76^ | 38v | 172^ | 94^ |
| 8.30 - 9.00 | | | | A | 9.5 | 14 | 830 | 1630 | 736 | 298 | 800 | 154^ | 347 | 400 | 452 | 381 | 550 | 64^ | 248 | 279 | 386 | 271 | 87^ | 40v | 193 | 120^ |
| SIDEKICKS | 10 | 197 | 202 | A | 10.2 | 18 | 891 | 2278 | 640 | 277 | 745 | 301 | 467 | 421 | 285 | 237 | 770 | 312 | 510 | 423 | 319 | 208 | 158^ | 71^ | 605 | 455 |
| SAT. 8.00P 30 ABC OP | | 93 | 98 | B | 10.4 | 18 | 909 | 2109 | 657 | 290 | 753 | 270 | 476 | 437 | 343 | 230 | 677 | 236 | 455 | 424 | 333 | 182 | 199 | 81 | 480 | 343 |
| SIMON & SIMON | 4 | 204 | 200 | A | 13.5 | 19 | 1180 | 1642 | 741 | 336 | 834 | 223 | 422 | 464 | 440 | 343 | 540 | 95^ | 263 | 281 | 326 | 251 | 99^ | 42^ | 169 | 88^ |
| THU. 9.00P 60 CBS PD | | 98 | 98 | B | 14.0 | 20 | 1224 | 1701 | 731 | 278 | 847 | 230 | 437 | 450 | 440 | 344 | 602 | 131 | 317 | 319 | 349 | 251 | 94 | 38 | 158 | 88 |
| 9.00 - 9.30 | | | | A | 12.8 | 18 | 1119 | 1667 | 736 | 331 | 825 | 212 | 408 | 450 | 443 | 352 | 545 | 92^ | 255 | 272 | 325 | 263 | 99^ | 39^ | 198 | 103^ |
| 9.30 - 10.00 | | | | A | 14.2 | 21 | 1241 | 1613 | 744 | 340 | 841 | 234 | 436 | 474 | 439 | 336 | 536 | 98^ | 268 | 287 | 323 | 241 | 95^ | 42^ | 141 | 74^ |
| 60 MINUTES | 17 | 209 | 208 | A | 23.4 | 36 | 2045 | 1636 | 745 | 259 | 791 | 150 | 329 | 345 | 373 | 420 | 723 | 171 | 350 | 371 | 362 | 321 | 77 | 45^ | 45^ | 27^ |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 23.5 | 36 | 2054 | 1605 | 716 | 272 | 777 | 153 | 325 | 352 | 371 | 385 | 707 | 181 | 350 | 368 | 348 | 296 | 52 | 21 | 69 | 41 |
| 7.00 - 7.30 | | | | A | 22.5 | 35 | 1967 | 1642 | 739 | 256 | 785 | 149 | 327 | 343 | 370 | 417 | 724 | 186 | 360 | 381 | 353 | 313 | 89 | 53^ | 44^ | 26^ |
| 7.30 - 8.00 | | | | A | 24.4 | 37 | 2133 | 1616 | 748 | 260 | 792 | 149 | 326 | 344 | 376 | 420 | 715 | 157 | 336 | 362 | 365 | 324 | 63^ | 36^ | 46^ | 27^ |
| SLEDGE HAMMER | 10 | 198 | 202 | A | 10.6 | 18 | 926 | 2068 | 610 | 285 | 678 | 273 | 475 | 457 | 310 | 174 | 730 | 331 | 525 | 453 | 290 | 178 | 195 | 69^ | 465 | 363 |
| SAT. 8.30P 30 ABC CS | | 94 | 98 | B | 10.1 | 17 | 883 | 2051 | 654 | 290 | 730 | 273 | 482 | 455 | 349 | 201 | 679 | 252 | 484 | 456 | 343 | 160 | 206 | 109 | 436 | 332 |
| SPECIAL MOVIE PRSNT-WED(S) | | 199 | | A | 14.1 | 22 | 1232 | 1519 | 773 | 330 | 845 | 193^ | 397 | 377 | 421 | 378 | 600 | 132^ | 320 | 329 | 366 | 248 | 23v | 23v | 51v | 47v |
| 1 WED. 9.00P 120 CBS FF | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.6 | 20 | 1189 | 1571 | 789 | 366 | 868 | 217^ | 420 | 393 | 429 | 384 | 603 | 125^ | 322 | 331 | 393 | 250 | 19v | 19v | 81^ | 81^ |
| 9.30 - 10.00 | | | | A | 14.4 | 22 | 1259 | 1554 | 785 | 341 | 864 | 200^ | 416 | 386 | 437 | 382 | 587 | 124^ | 309 | 322 | 373 | 242 | 30v | 30v | 73^ | 73^ |
| 10.00 - 10.30 | | | | A | 14.7 | 24 | 1285 | 1483 | 746 | 299 | 810 | 171^ | 362 | 374 | 411 | 365 | 614 | 130^ | 328 | 343 | 370 | 246 | 24v | 24v | 35v | 20v |
| 10.30 - 11.00 | | | | A | 13.7 | 24 | 1197 | 1459 | 770 | 316 | 836 | 186^ | 386 | 348 | 405 | 382 | 594 | 146^ | 321 | 326 | 327 | 251 | 19v | 19v | 10v | 10v |
| SPENSER: FOR HIRE | 14 | 206 | 209 | A | 11.8 | 21 | 1031 | 1596 | 625 | 334 | 725 | 241 | 436 | 401 | 361 | 260 | 638 | 169 | 370 | 359 | 327 | 235 | 133^ | 56^ | 100^ | 67^ |
| SAT. 10.00P 60 ABC PD | | 96 | 99 | B | 11.1 | 20 | 970 | 1577 | 652 | 317 | 774 | 244 | 438 | 419 | 379 | 271 | 552 | 167 | 319 | 309 | 276 | 192 | 144 | 73 | 107 | 80 |
| 10.00 - 10.30 | | | | A | 11.5 | 20 | 1005 | 1581 | 633 | 340 | 728 | 245 | 431 | 404 | 354 | 268 | 627 | 162 | 363 | 354 | 322 | 231 | 121^ | 50^ | 105^ | 75^ |
| 10.30 - 11.00 | | | | A | 12.1 | 21 | 1058 | 1596 | 612 | 326 | 713 | 233 | 432 | 396 | 365 | 250 | 645 | 177 | 378 | 363 | 329 | 233 | 143 | 63^ | 95^ | 60^ |
| SPORTSBREAK-SAT | 17 | 192 | 189 | A | 10.0 | 17 | 874 | 1703 | 738 | 257 | 801 | 206 | 365 | 395 | 360 | 356 | 692 | 230 | 389 | 344 | 319 | 256 | 88^ | 24v | 122^ | 52^ |
| SAT. 8.58P 1 CBS SN | | 91 | 90 | B | 9.7 | 16 | 848 | 1734 | 696 | 286 | 778 | 195 | 402 | 401 | 382 | 317 | 646 | 177 | 376 | 361 | 345 | 230 | 95 | 53 | 215 | 130 |
| SPORTSBREAK-SUN | 17 | 195 | 196 | A | 23.3 | 33 | 2036 | 1677 | 793 | 333 | 901 | 198 | 379 | 384 | 408 | 458 | 594 | 129 | 275 | 298 | 312 | 274 | 79 | 52^ | 103 | 70^ |
| 1 SUN. 8.28P 1 CBS SN | | 94 | 91 | B | 21.8 | 32 | 1905 | 1624 | 798 | 312 | 879 | 179 | 379 | 404 | 427 | 426 | 595 | 135 | 286 | 299 | 310 | 260 | 63 | 36 | 87 | 51 |
| 2 SUN. 8.31P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| STARMAN | 14 | 202 | 203 | A | 11.1 | 19 | 970 | 1862 | 717 | 316 | 810 | 323 | 548 | 534 | 389 | 199 | 659 | 270 | 456 | 403 | 307 | 160 | 161 | 69^ | 232 | 199 |
| FRI. 10.00P 60 ABC A | | 98 | 98 | B | 10.8 | 18 | 944 | 1799 | 691 | 337 | 775 | 300 | 534 | 495 | 385 | 190 | 599 | 223 | 427 | 404 | 322 | 135 | 186 | 87 | 239 | 192 |
| 10.00 - 10.30 | | | | A | 10.8 | 18 | 944 | 1880 | 731 | 331 | 827 | 340 | 560 | 547 | 384 | 205 | 666 | 288 | 463 | 410 | 297 | 162 | 151 | 68^ | 236 | 208 |
| 10.30 - 11.00 | | | | A | 11.5 | 20 | 1005 | 1816 | 693 | 300 | 782 | 299 | 526 | 512 | 387 | 192 | 645 | 249 | 444 | 390 | 313 | 158 | 166 | 70^ | 223 | 187 |
| STATE-UNION SUMMARY(S) | | 207 | | A | 8.2 | 14 | 717 | 1566 | 729 | 267^ | 756 | 123^ | 280^ | 311^ | 303^ | 445 | 751 | 203^ | 401 | 375^ | 393 | 350^ | 34v | 15v | 25v | 25v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| STATE-UNION SUMMAR-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 TUE. 10.14P 46 CBS N | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 8.1 | 13 | 708 | 1581 | 722 | 258^ | 753 | 123^ | 289^ | 324^ | 332^ | 429 | 767 | 204^ | 408 | 383^ | 384^ | 359^ | 35v | 13v | 26v | 26v |
| 10.30 - 11.00 | | | | A | 8.2 | 14 | 717 | 1572 | 739 | 274^ | 765 | 124^ | 279^ | 308^ | 291^ | 457 | 751 | 206^ | 402 | 372^ | 401 | 349^ | 31v | 15v | 25v | 25v |
| STINGRAY | 5 | 197 | 202 | A | 11.7 | 19 | 1023 | 1685 | 604 | 183 | 716 | 200 | 374 | 379 | 354 | 282 | 679 | 255 | 408 | 332 | 338 | 227 | 105^ | 53^ | 185 | 129^ |
| FRI. 8.00P 60 NBC A | | 99 | 99 | B | 13.2 | 21 | 1154 | 1739 | 664 | 248 | 757 | 202 | 414 | 416 | 395 | 280 | 713 | 261 | 455 | 384 | 360 | 216 | 108 | 49 | 161 | 123 |
| 8.00 - 8.30 | | | | A | 11.6 | 19 | 1014 | 1617 | 598 | 181 | 706 | 184 | 356 | 369 | 351 | 292 | 646 | 224 | 373 | 320 | 337 | 228 | 92^ | 46^ | 173 | 124^ |
| 8.30 - 9.00 | | | | A | 11.8 | 19 | 1031 | 1747 | 607 | 183 | 725 | 217 | 391 | 389 | 358 | 271 | 711 | 285 | 442 | 344 | 339 | 227 | 119^ | 58^ | 192 | 132^ |
| STORYTELLER(S) | | 204 | | A | 16.0 | 26 | 1398 | 2156 | 878 | 462 | 1106 | 480 | 722 | 547 | 401 | 335 | 586 | 224 | 371 | 357 | 276 | 177^ | 171^ | 98^ | 293 | 178^ |
| 1 SAT. 8.30P 30 NBC GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| TODAY AT 35(S) | | 202 | | A | 12.2 | 21 | 1066 | 1740 | 814 | 253^ | 841 | 219^ | 414 | 357 | 401 | 373 | 516 | 95^ | 245^ | 268 | 275 | 224^ | 190^ | 63v | 193^ | 113^ |
| 1 SAT. 10.00P 60 NBC GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 13.0 | 22 | 1136 | 1737 | 822 | 257 | 858 | 242^ | 449 | 379 | 406 | 357 | 498 | 97^ | 245 | 262 | 257 | 212^ | 199^ | 47v | 182^ | 111^ |
| 10.30 - 11.00 | | | | A | 11.4 | 20 | 996 | 1734 | 802 | 248^ | 819 | 194^ | 375 | 331 | 391 | 389 | 532 | 91^ | 242^ | 271^ | 293 | 239^ | 179^ | 80^ | 204^ | 114^ |
| TORTELLIS | 2 | 198 | 191 | A | 14.8 | 22 | 1294 | 1740 | 737 | 387 | 806 | 299 | 524 | 475 | 386 | 221 | 584 | 247 | 424 | 349 | 259 | 141 | 171 | 105^ | 179 | 147 |
| WED. 9.30P 30 NBC CS | | 99 | 98 | B | 14.8 | 22 | 1294 | 1740 | 737 | 387 | 806 | 299 | 524 | 475 | 386 | 221 | 584 | 247 | 424 | 349 | 259 | 141 | 171 | 105 | 179 | 147 |
| 20/20 | 14 | 209 | 207 | A | 14.4 | 23 | 1259 | 1516 | 748 | 225 | 809 | 206 | 377 | 364 | 385 | 385 | 624 | 187 | 332 | 348 | 300 | 241 | 43^ | 28v | 40^ | 12v |
| THU. 10.00P 60 ABC DN | | 99 | 99 | B | 14.0 | 23 | 1224 | 1456 | 739 | 237 | 824 | 201 | 387 | 405 | 397 | 367 | 562 | 162 | 309 | 312 | 289 | 211 | 40 | 14 | 30 | 18 |
| 10.00 - 10.30 | | | | A | 14.6 | 23 | 1276 | 1499 | 748 | 217 | 800 | 205 | 372 | 358 | 366 | 382 | 616 | 180 | 324 | 341 | 300 | 244 | 43^ | 29^ | 40^ | 11v |
| 10.30 - 11.00 | | | | A | 14.1 | 23 | 1232 | 1541 | 758 | 233 | 823 | 206 | 385 | 373 | 407 | 390 | 636 | 194 | 342 | 354 | 304 | 243 | 42^ | 27v | 40^ | 10v |
| 227 | 12 | | 201 | A | 19.7 | 34 | 1722 | 2150 | 803 | 399 | 1025 | 333 | 591 | 481 | 389 | 402 | 548 | 159^ | 286 | 237 | 251 | 221 | 212 | 164 | 365 | 225 |
| 2 SAT. 8.30P 30 NBC CS | | | 99 | B | 19.2 | 32 | 1678 | 1856 | 821 | 350 | 948 | 300 | 499 | 447 | 373 | 382 | 482 | 152 | 260 | 226 | 211 | 195 | 159 | 101 | 267 | 187 |
| VALERIE | 3 | | 199 | A | 17.0 | 25 | 1486 | 2014 | 785 | 344 | 909 | 333 | 631 | 560 | 425 | 234 | 693 | 278 | 520 | 431 | 318 | 133^ | 185^ | 121^ | 227 | 163^ |
| 2 SUN. 8.30P 30 NBC CS | | | 99 | B | 14.7 | 21 | 1285 | 2070 | 760 | 339 | 902 | 350 | 598 | 544 | 403 | 238 | 642 | 255 | 456 | 385 | 311 | 134 | 251 | 125 | 275 | 182 |
| WEBSTER | 14 | 209 | 208 | A | 14.2 | 24 | 1241 | 1841 | 727 | 289 | 828 | 283 | 488 | 458 | 339 | 302 | 475 | 151 | 267 | 221 | 211 | 199 | 156 | 100^ | 382 | 239 |
| FRI. 8.00P 30 ABC CS | | 99 | 96 | B | 14.0 | 23 | 1224 | 1794 | 708 | 282 | 820 | 252 | 445 | 416 | 346 | 330 | 447 | 147 | 246 | 237 | 194 | 172 | 151 | 97 | 376 | 227 |
| WE THE PEOPLE | 30 | 193 | 191 | A | 11.7 | 17 | 1023 | 1725 | 716 | 321 | 809 | 245 | 428 | 428 | 392 | 314 | 526 | 140 | 287 | 271 | 283 | 224 | 109 | 47^ | 281 | 158 |
| 1 MTUTH 8.58P 1 CBS DO | | 94 | 93 | B | 12.3 | 18 | 1075 | 1748 | 738 | 303 | 841 | 266 | 451 | 430 | 381 | 327 | 563 | 172 | 340 | 320 | 285 | 199 | 103 | 49 | 241 | 152 |
| 2 TUE. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WHO'S THE BOSS? | 15 | 211 | 209 | A | 22.7 | 34 | 1984 | 2073 | 777 | 397 | 854 | 346 | 564 | 516 | 384 | 207 | 611 | 234 | 449 | 423 | 311 | 112 | 256 | 164 | 352 | 230 |
| TUE. 8.00P 30 ABC CS | | 99 | 99 | B | 22.4 | 34 | 1958 | 1944 | 755 | 374 | 848 | 362 | 572 | 515 | 357 | 214 | 550 | 233 | 390 | 355 | 251 | 127 | 222 | 121 | 324 | 206 |
| WIZARD | 12 | 195 | 195 | A | 9.7 | 14 | 848 | 2081 | 724 | 246 | 803 | 295 | 478 | 416 | 360 | 269 | 714 | 225 | 460 | 373 | 389 | 254 | 134^ | 30v | 430 | 258 |
| TUE. 8.00P 60 CBS A | | 96 | 93 | B | 11.7 | 18 | 1023 | 1952 | 712 | 317 | 810 | 277 | 507 | 460 | 379 | 258 | 576 | 192 | 406 | 347 | 300 | 158 | 174 | 69 | 392 | 267 |
| 8.00 - 8.30 | | | | A | 9.6 | 14 | 839 | 2066 | 710 | 228 | 784 | 255 | 434 | 400 | 355 | 288 | 705 | 221 | 471 | 382 | 382 | 234 | 142^ | 31v | 435 | 262 |
| 8.30 - 9.00 | | | | A | 9.8 | 14 | 857 | 2089 | 734 | 261 | 825 | 336 | 522 | 430 | 363 | 253 | 717 | 221 | 443 | 357 | 393 | 274 | 126^ | 28v | 421 | 252 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | 63 | 196 | 196 | A | 6.0 | 17 | 524 | 1305 | 591 | 175 | 630 | 145 | 294 | 285 | 325 | 285 | 644 | 140 | 306 | 277 | 348 | 312 | 20v | LT | 11v | LT |
| 1 MON. 11.31P 30 ABC N | | 97 | 97 | B | 5.7 | 16 | 498 | 1177 | 545 | 180 | 592 | 133 | 268 | 278 | 297 | 277 | 547 | 140 | 286 | 273 | 291 | 230 | 26 | 13 | 12 | 11 |
| 1 TUE. 11.46P 14 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 W-F 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-TUE | 4 | 197 | | A | 4.9 | 18 | 428 | 949 | 442^ | 56v | 442^ | 28v | 140v | 245^ | 334^ | 197^ | 507^ | 75v | 276^ | 276^ | 208^ | 231^ | LT | LT | LT | LT |
| 1 TUE. 12.00M 17 ABC N | | 97 | | B | 4.7 | 18 | 411 | 937 | 347 | 66 | 409 | 63 | 145 | 136 | 217 | 247 | 478 | 102 | 262 | 244 | 268 | 196 | 37 | LT | 13 | 13 |
| ABC WEEKEND REPORT-SAT. | 15 | 141 | 139 | A | 2.2 | 7 | 192 | 1063 | 266^ | 183v | 381^ | 68v | 121v | 105v | 182v | 260^ | 599^ | 162v | 349^ | 307^ | 307^ | 209^ | 83v | 83v | LT | LT |
| SAT. 11.30P 15 ABC N | | 77 | 79 | B | 2.5 | 9 | 219 | 1128 | 602 | 218 | 636 | 161 | 330 | 330 | 296 | 280 | 410 | 112 | 202 | 197 | 188 | 184 | 51 | 29 | 31 | 31 |
| ABC WEEKEND REPORT-SUN. | 16 | 149 | 148 | A | 2.5 | 10 | 219 | 1041 | 484^ | 205^ | 484^ | 128v | 187^ | 311^ | 356^ | 173^ | 548^ | 160v | 283^ | 283^ | 343^ | 164v | LT | LT | LT | LT |
| 1 SUN. 12.06A 15 ABC N | | 85 | 85 | B | 2.7 | 9 | 236 | 1000 | 455 | 282 | 525 | 146 | 273 | 308 | 260 | 202 | 437 | 100 | 232 | 232 | 236 | 159 | 21 | LT | LT | LT |
| 2 SUN. 11.46P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS LATE NIGHT I | 79 | 184 | 184 | A | 5.3 | 20 | 463 | 1240 | 557 | 246 | 631 | 166 | 357 | 369 | 325 | 212 | 532 | 167 | 319 | 321 | 261 | 171 | 64^ | 60^ | 13v | LT |
| 1 MON. 12.00M 66 CBS FF | | 91 | 92 | B | 4.8 | 17 | 420 | 1232 | 575 | 243 | 662 | 209 | 361 | 348 | 319 | 238 | 474 | 142 | 271 | 242 | 235 | 175 | 56 | 26 | 40 | 17 |
| 1 TU&TH 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 11.30P 64 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 5.3 | 17 | 463 | 1296 | 570 | 222 | 650 | 171 | 379 | 376 | 341 | 219 | 572 | 162 | 339 | 343 | 300 | 176 | 63^ | 63^ | 11v | LT |
| 12.00 - 12.30 | | | | A | 5.4 | 22 | 472 | 1261 | 538 | 255 | 616 | 159 | 346 | 369 | 323 | 200 | 556 | 183 | 342 | 339 | 271 | 180 | 74^ | 67^ | 15v | LT |
| 12.30 - 1.00 | | | | A | 4.9 | 25 | 428 | 1150 | 605 | 306 | 671 | 211 | 360 | 364 | 273 | 250 | 404 | 154^ | 229 | 252 | 143^ | 136^ | 63^ | 37v | 12v | LT |
| 1.00 - 1.30 | | | | A | 4.3 | 27 | 376 | 766 | 662^ | 426^ | 662^ | 106v | 266^ | 359^ | 389^ | 303^ | 104v | LT | LT | 43v | 43v | 61v | LT | LT | LT | LT |
| CBS LATE NIGHT II | 84 | 178 | 178 | A | 3.3 | 19 | 288 | 1035 | 521 | 181^ | 569 | 164^ | 295 | 343 | 260 | 215^ | 399 | 110^ | 228^ | 236^ | 199^ | 146^ | 60v | 52v | LT | LT |
| 1 MON. 1.06A 47 CBS FF | | 89 | 89 | B | 3.2 | 18 | 280 | 1091 | 521 | 203 | 582 | 191 | 313 | 310 | 267 | 212 | 443 | 146 | 276 | 229 | 210 | 148 | 37 | 20 | 29 | LT |
| 1 TUE. 12.36A 46 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 12.34A 41 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.36A 50 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FRI. 12.30A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.36A 46 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.36A 47 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & TH 12.36A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 3.4 | 17 | 297 | 1101 | 498 | 175^ | 555 | 158^ | 303 | 337 | 263 | 198^ | 464 | 158^ | 286 | 280 | 216^ | 150^ | 71^ | 64^ | LT | LT |
| 1.00 - 1.30 | | | | A | 3.2 | 20 | 280 | 979 | 572 | 186^ | 611 | 182^ | 314 | 375 | 268 | 236^ | 322 | 72^ | 165^ | 179^ | 160^ | 136^ | 46v | 40v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.5 | 22 | 219 | 744^ | 306v | 197v | 306v | LT | LT | 100v | 192v | 206v | 438^ | LT | 228v | 270v | 328^ | 168v | LT | LT | LT | LT |
| CBS NEWS NIGHTWATCH-1 | 82 | 48 | 49 | A | 1.0 | 10 | 87 | 402^ | 115v | 172v | 218^ | 104v | 104v | LT | 114v | 114v | 184v | LT | 127v | 126v | 103v | LT | LT | LT | LT | LT |
| 1 TU-THS 2.00A 30 CBS N | | 49 | 49 | B | 1.1 | 11 | 96 | 560 | 271 | 141 | 337 | 70 | 156 | 136 | 204 | 169 | 211 | LT | 134 | 126 | 121 | 73 | LT | LT | LT | LT |
| 2 M-THSU 2.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NEWS NIGHTWATCH-2 | 84 | 70 | 69 | A | 1.3 | 16 | 114 | 447^ | 79v | 141v | 193^ | 114v | 123v | 105v | LT | 70v | 254^ | LT | 184^ | 210^ | 210^ | 44v | LT | LT | LT | LT |
| M-THSU 2.30A 30 CBS N | | 67 | 65 | B | 1.3 | 16 | 114 | 518 | 229 | 79 | 277 | 77 | 126 | 128 | 126 | 139 | 225 | LT | 149 | 150 | 156 | 64 | LT | LT | LT | LT |
| CBS NEWS NIGHTWATCH-3 | 84 | 89 | 88 | A | 1.1 | 19 | 96 | 552^ | 167v | 136v | 292^ | 209^ | 239^ | 218^ | LT | 53v | 156v | 62v | 114v | 73v | 63v | LT | LT | LT | 83v | LT |
| M-THSU 3.00A 180 CBS N | | 77 | 77 | B | 1.1 | 20 | 96 | 485 | 196 | 87 | 255 | 70 | 94 | 97 | 82 | 143 | 204 | 58 | 88 | 80 | 66 | 114 | LT | LT | LT | LT |
| 3.00 - 3.30 | | | | A | 1.3 | 19 | 114 | 439^ | 115v | 115v | 229^ | 185^ | 185^ | 167^ | LT | 44v | 131v | 44v | 131v | 87v | 87v | LT | LT | LT | 79v | LT |
| 3.30 - 4.00 | | | | A | 1.2 | 20 | 105 | 352^ | 134v | 77v | 210^ | 172^ | 172^ | 152v | LT | LT | 57v | LT | LT | LT | LT | LT | LT | LT | 85v | LT |
| 4.00 - 4.30 | | | | A | 1.1 | 20 | 96 | 531^ | 188^ | 94v | 250^ | 167v | 198^ | 187^ | LT | 52v | 188^ | 94v | 94v | 52v | LT | 94v | LT | LT | 93v | LT |
| 4.30 - 5.00 | | | | A | 1.0 | 19 | 87 | 782^ | 195v | 126v | 264^ | 207^ | 230^ | 218^ | LT | LT | 334^ | 104v | 196v | 162v | 127v | 126v | 92v | 92v | 92v | LT |
| 5.00 - 5.30 | | | | A | 1.0 | 19 | 87 | 563^ | 219^ | 127v | 299^ | 241^ | 299^ | 288^ | 58v | LT | 172v | 68v | 137v | 103v | 69v | LT | LT | LT | 80v | LT |
| 5.30 - 6.00 | | | | A | 1.0 | 18 | 87 | 563^ | 150v | 207^ | 414^ | 241^ | 288^ | 265^ | LT | 126v | 69v | LT | 69v | LT | LT | LT | LT | LT | 80v | LT |
| CBS NEWS SPECIAL(S) | | 184 | | A | 5.3 | 15 | 463 | 1220 | 478^ | 160^ | 504^ | 13v | 108v | 171^ | 253^ | 320^ | 675 | 122v | 390^ | 440^ | 419^ | 235^ | 41v | 41v | LT | LT |
| 1 MON. 11.30P 30 CBS N | | 94 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS SUNDAY NEWS-OSGOOD | 15 | 119 | 116 | A | 4.7 | 9 | 411 | 1309 | 558 | 173^ | 675 | 207^ | 317^ | 269^ | 295^ | 324^ | 606 | 168^ | 329^ | 274^ | 312^ | 246^ | 28v | LT | LT | LT |
| SUN. 11.00P 15 CBS N | | 66 | 66 | B | 4.9 | 10 | 428 | 1302 | 684 | 223 | 755 | 223 | 358 | 346 | 310 | 351 | 505 | 135 | 263 | 256 | 247 | 225 | 27 | 12 | 15 | LT |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DAVID LETTERMAN I | 64 | 203 | 202 | A | 3.8 | 18 | 332 | 1015 | 401 | 163^ | 452 | 160^ | 289 | 274 | 219 | 133^ | 549 | 227 | 444 | 397 | 292 | 66^ | 14v | LT | LT | LT |
| M-TH 12.30A 30 NBC GV | | 99 | 99 | B | 4.2 | 21 | 367 | 1224 | 460 | 214 | 605 | 244 | 378 | 300 | 260 | 170 | 549 | 262 | 431 | 340 | 245 | 86 | 45 | 15 | 25 | 20 |
| DAVID LETTERMAN II | 64 | 203 | 203 | A | 3.0 | 19 | 262 | 916 | 290 | 145^ | 351 | 153^ | 256^ | 249^ | 164^ | 68^ | 549 | 263 | 488 | 385 | 267 | 50v | LT | LT | LT | LT |
| M-TH 1.00A 30 NBC GV | | 99 | 99 | B | 3.3 | 21 | 288 | 1127 | 399 | 188 | 532 | 222 | 344 | 280 | 225 | 141 | 527 | 271 | 425 | 307 | 220 | 75 | 40 | LT | 28 | 22 |
| FRIDAY NIGHT VIDEOS | 16 | 191 | 190 | A | 3.7 | 18 | 323 | 991 | 328^ | 93v | 402^ | 192^ | 214^ | 238^ | 139^ | 130^ | 480 | 325^ | 396^ | 227^ | 155^ | 49v | 109v | 59v | LT | LT |
| FRI. 12.30A 90 NBC PC | | 97 | 97 | B | 3.9 | 19 | 341 | 1114 | 420 | 217 | 531 | 256 | 374 | 325 | 227 | 116 | 354 | 208 | 289 | 222 | 134 | 50 | 178 | 89 | 51 | 44 |
| 12.30 - 1.00 | | | | A | 4.5 | 18 | 393 | 1094 | 412 | 109^ | 468 | 211^ | 244^ | 267^ | 167^ | 163^ | 519 | 297^ | 407 | 272^ | 222^ | 82v | 107^ | 72v | LT | LT |
| 1.00 - 1.30 | | | | A | 3.6 | 17 | 315 | 933 | 272^ | 98v | 374^ | 206^ | 234^ | 232^ | 114v | 108v | 454 | 279^ | 365^ | 212^ | 175^ | 54v | 105v | 64v | LT | LT |
| 1.30 - 2.00 | | | | A | 3.0 | 17 | 262 | 924 | 271^ | 58v | 340^ | 133v | 133v | 207^ | 142^ | 114v | 462^ | 427^ | 427^ | 176^ | 35v | LT | 122v | 38v | LT | LT |
| G MICHAELS SPORTS MACHINE | 18 | 87 | 87 | A | 2.2 | 7 | 192 | 1094 | 525^ | 223^ | 593^ | 182v | 386^ | 432^ | 349^ | 119v | 501^ | 121v | 360^ | 312^ | 292^ | 125v | LT | LT | LT | LT |
| SUN. 11.30P 15 NBC SC | | 54 | 54 | B | 2.1 | 8 | 184 | 924 | 479 | 152 | 505 | 114 | 308 | 344 | 312 | 125 | 397 | 137 | 279 | 247 | 197 | 99 | LT | LT | LT | LT |
| KEEP ON CRUISIN | 5 | 158 | 155 | A | 2.5 | 8 | 219 | 1306 | 616^ | 282^ | 693 | 283^ | 448^ | 488^ | 279^ | 205^ | 412^ | 179^ | 216^ | 261^ | 147v | 105v | 41v | 41v | 160v | 160v |
| FRI. 11.30P 60 CBS GV | | 82 | 81 | B | 2.5 | 7 | 219 | 1200 | 567 | 276 | 642 | 184 | 350 | 390 | 347 | 231 | 391 | 141 | 200 | 211 | 139 | 142 | 80 | 80 | 87 | 87 |
| 11.30 - 12.00 | | | | A | 2.7 | 8 | 236 | 1356 | 707 | 386^ | 822 | 339^ | 521^ | 563^ | 335^ | 259^ | 385^ | 148v | 208^ | 263^ | 145v | 122v | 38v | 38v | 111v | 111v |
| 12.00 - 12.30 | | | | A | 2.2 | 8 | 192 | 1286 | 526^ | 162v | 562^ | 224^ | 374^ | 411^ | 218^ | 151v | 452^ | 218^ | 234^ | 266^ | 152v | 82v | 47v | 47v | 225^ | 225^ |
| LATE NIGHT 5TH ANNIVERSRY(S) | | | 201 | A | 11.1 | 32 | 970 | 1703 | 620 | 292 | 758 | 407 | 538 | 496 | 223^ | 196^ | 631 | 338 | 513 | 467 | 255^ | 82^ | 223^ | 137^ | 91^ | 63v |
| 2 SAT. 11.30P 77 NBC GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 11.5 | 30 | 1005 | 1704 | 676 | 292 | 796 | 416 | 539 | 493 | 233^ | 233^ | 599 | 294 | 455 | 441 | 268^ | 95^ | 229^ | 123^ | 80^ | 56v |
| 12.00 - 12.30 | | | | A | 11.1 | 33 | 970 | 1695 | 607 | 283^ | 751 | 400 | 544 | 512 | 229^ | 182^ | 635 | 345 | 532 | 478 | 253^ | 68v | 216^ | 150^ | 93^ | 64v |
| 12.30 - 1.00 | | | | A | 10.1 | 34 | 883 | 1770 | 559 | 316 | 728 | 423 | 553 | 488 | 204^ | 156^ | 698 | 411 | 609 | 519 | 251^ | 76v | 228^ | 140^ | 116^ | 79v |
| SATURDAY NIGHT | 10 | 198 | | A | 6.5 | 19 | 568 | 1210 | 478^ | 255^ | 560 | 289^ | 412^ | 300^ | 170^ | 148^ | 499 | 326^ | 420^ | 315^ | 111v | 79v | 130^ | 88v | 21v | 13v |
| 1 SAT. 11.30P 81 NBC GV | | 99 | | B | 7.6 | 23 | 664 | 1580 | 579 | 319 | 711 | 383 | 526 | 446 | 234 | 133 | 582 | 305 | 460 | 384 | 223 | 100 | 193 | 91 | 94 | 77 |
| 11.30 - 12.00 | | | | A | 8.0 | 20 | 699 | 1342 | 480 | 275^ | 663 | 381^ | 503 | 321^ | 169^ | 160^ | 443 | 273^ | 348^ | 277^ | 102v | 95v | 188^ | 96v | 48v | 28v |
| 12.00 - 12.30 | | | | A | 6.2 | 18 | 542 | 1059 | 426^ | 212^ | 426^ | 198^ | 290^ | 241^ | 147^ | 136^ | 539 | 356^ | 469^ | 329^ | 125v | 70v | 94v | 94v | LT | LT |
| 12.30 - 1.00 | | | | A | 5.0 | 17 | 437 | 1117 | 544^ | 281^ | 544^ | 231^ | 409^ | 348^ | 208^ | 135v | 522^ | 373^ | 471^ | 358^ | 98v | 51v | 51v | 51v | LT | LT |
| TONIGHT SHOW | 80 | 200 | 200 | A | 7.1 | 22 | 621 | 1130 | 505 | 194 | 574 | 164 | 280 | 259 | 266 | 247 | 501 | 148 | 305 | 296 | 285 | 158 | 41^ | 24v | 14v | 10v |
| M-F 11.30P 60 NBC GV | | 99 | 99 | B | 7.1 | 22 | 621 | 1335 | 625 | 226 | 706 | 212 | 358 | 342 | 331 | 280 | 519 | 184 | 335 | 299 | 261 | 153 | 70 | 34 | 40 | 24 |
| 11.30 - 12.00 | | | | A | 7.8 | 22 | 682 | 1154 | 524 | 203 | 577 | 160 | 279 | 270 | 275 | 252 | 509 | 153 | 309 | 298 | 285 | 164 | 49^ | 34^ | 19v | 16v |
| 12.00 - 12.30 | | | | A | 6.4 | 23 | 559 | 1086 | 480 | 182 | 566 | 163 | 276 | 243 | 254 | 243 | 488 | 141 | 300 | 293 | 284 | 149 | 27v | 12v | LT | LT |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | 78 | 205 | 205 | A | 6.9 | 23 | 603 | 1139 | 734 | 202 | 791 | 353 | 539 | 491 | 347 | 203 | 232 | 64^ | 122 | 87^ | 93^ | 110^ | 61^ | 61^ | 55^ | LT |
| M-F 2.58P 1 ABC N | | 98 | 98 | B | 7.4 | 25 | 647 | 1251 | 763 | 201 | 855 | 384 | 582 | 518 | 343 | 212 | 255 | 92 | 142 | 111 | 88 | 107 | 71 | 59 | 70 | 23 |
| ABC WORLD NEWS-MORN-615A | 79 | 113 | 113 | A | 1.2 | 11 | 105 | 1324 | 648^ | 258^ | 648^ | 190^ | 400^ | 352^ | 381^ | 191^ | 590^ | 105v | 286^ | 316^ | 323^ | 256^ | LT | LT | 86v | 67v |
| M-F 6.15A 15 ABC N | | 75 | 75 | B | 1.3 | 13 | 114 | 1070 | 507 | 265 | 544 | 145 | 325 | 361 | 348 | 151 | 459 | 93 | 197 | 263 | 253 | 183 | LT | LT | LT | LT |
| ABC WORLD NEWS-MORN-645A | 78 | 169 | 168 | A | 2.4 | 16 | 210 | 1324 | 747 | 314^ | 747 | 153^ | 457 | 462 | 519 | 242^ | 495 | 124^ | 277^ | 263^ | 237^ | 185^ | LT | LT | 67v | 43v |
| M-F 6.45A 15 ABC N | | 93 | 93 | B | 2.4 | 18 | 210 | 1182 | 613 | 295 | 653 | 132 | 368 | 403 | 419 | 223 | 435 | 101 | 247 | 263 | 234 | 156 | 35 | 27 | 59 | 26 |
| ALL MY CHILDREN | 78 | 212 | 212 | A | 7.1 | 23 | 621 | 1274 | 774 | 274 | 875 | 429 | 642 | 521 | 314 | 209 | 244 | 104^ | 152 | 108^ | 61^ | 92^ | 59^ | 54^ | 96^ | 26v |
| M-F 1.00P 60 ABC DD | | 99 | 99 | B | 7.0 | 23 | 612 | 1277 | 814 | 266 | 917 | 466 | 692 | 590 | 344 | 180 | 225 | 108 | 156 | 122 | 70 | 62 | 46 | 36 | 89 | 34 |
| 1.00 - 1.30 | | | | A | 6.7 | 22 | 586 | 1270 | 773 | 279 | 874 | 423 | 640 | 516 | 322 | 212 | 243 | 106^ | 153 | 105^ | 59^ | 90^ | 61^ | 56^ | 92^ | 29v |
| 1.30 - 2.00 | | | | A | 7.5 | 24 | 656 | 1265 | 767 | 266 | 865 | 431 | 636 | 520 | 301 | 204 | 243 | 101^ | 152 | 112 | 62^ | 91^ | 59^ | 54^ | 98^ | 21v |
| AMERICAN TREASURY | 49 | 197 | 197 | A | 5.6 | 17 | 489 | 1270 | 833 | 209 | 932 | 229 | 479 | 429 | 466 | 399 | 176 | 68^ | 92^ | 60^ | 63^ | 75^ | 84^ | 45^ | 78^ | 45^ |
| MWF 3 58P 1 CBS DO | | 93 | 93 | B | 5.4 | 17 | 472 | 1350 | 791 | 180 | 909 | 245 | 454 | 398 | 401 | 397 | 234 | 87 | 133 | 97 | 93 | 79 | 122 | 81 | 85 | 48 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR. NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | HH SHARE % | HH AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ANOTHER WORLD | 77 | 204 | 204 | A | 5.4 | 18 | 472 | 1468 | 931 | 182 | 988 | 297 | 517 | 449 | 445 | 387 | 275 | 93^ | 135^ | 90^ | 101^ | 135^ | 65^ | 50^ | 140^ | 38^ |
| M-F 2.00P 60 NBC DD | | 99 | 99 | B | 5.1 | 18 | 446 | 1404 | 871 | 206 | 980 | 305 | 518 | 471 | 449 | 383 | 270 | 103 | 148 | 97 | 107 | 102 | 73 | 61 | 81 | 30 |
| 2.00 - 2.30 | | | | A | 5.4 | 18 | 472 | 1475 | 961 | 197 | 1006 | 313 | 537 | 472 | 456 | 382 | 260 | 83^ | 124^ | 89^ | 97^ | 131^ | 62^ | 49^ | 147 | 36v |
| 2.30 - 3.00 | | | | A | 5.3 | 18 | 463 | 1458 | 910 | 163 | 974 | 283 | 501 | 430 | 433 | 395 | 281 | 102^ | 140^ | 85^ | 99^ | 138^ | 69^ | 54^ | 134^ | 39^ |
| AS THE WORLD TURNS | 82 | 206 | 206 | A | 7.5 | 24 | 656 | 1290 | 858 | 179 | 953 | 276 | 445 | 397 | 378 | 444 | 264 | 54^ | 89^ | 67^ | 109 | 166 | 9v | LT | 64^ | 38^ |
| M-F 1.30P 60 CBS DD | | 99 | 99 | B | 6.9 | 23 | 603 | 1267 | 824 | 187 | 944 | 248 | 432 | 399 | 380 | 441 | 250 | 72 | 116 | 86 | 96 | 124 | 35 | 26 | 38 | 16 |
| 1.30 - 2.00 | | | | A | 7.6 | 24 | 664 | 1271 | 847 | 172 | 936 | 266 | 433 | 392 | 368 | 439 | 266 | 52^ | 84^ | 66^ | 112 | 172 | 10v | LT | 59^ | 36^ |
| 2.00 - 2.30 | | | | A | 7.5 | 25 | 656 | 1274 | 851 | 176 | 946 | 276 | 444 | 394 | 381 | 439 | 250 | 50^ | 83^ | 60^ | 104^ | 159 | 11v | 7v | 67^ | 38^ |
| BLOCKBUSTERS | 25 | 145 | 145 | A | 2.9 | 12 | 253 | 1360 | 786 | 170^ | 806 | 241^ | 375 | 301 | 285 | 414 | 311 | 43v | 66v | 68v | 119^ | 220^ | 80^ | 59v | 163^ | 43v |
| M-F 10.30A 30 NBC QG | | 75 | 76 | B | 2.9 | 12 | 253 | 1257 | 718 | 147 | 782 | 208 | 333 | 295 | 280 | 416 | 323 | 54 | 82 | 91 | 116 | 222 | 58 | 38 | 94 | 26 |
| CAPITOL | 81 | 194 | 195 | A | 5.6 | 19 | 489 | 1223 | 842 | 177 | 937 | 283 | 456 | 405 | 392 | 419 | 192 | 42^ | 60^ | 48^ | 73^ | 125^ | 38^ | 26v | 56^ | 29v |
| M-F 2.30P 30 CBS DD | | 93 | 93 | B | 5.1 | 18 | 446 | 1232 | 795 | 211 | 929 | 280 | 480 | 426 | 399 | 380 | 202 | 75 | 114 | 81 | 77 | 79 | 55 | 40 | 46 | 25 |
| CBS MORNING NEWS- 6:30AM | 20 | 140 | 137 | A | 1.5 | 14 | 131 | 1405 | 711 | 306^ | 795 | 222^ | 375^ | 389^ | 282^ | 391^ | 565 | 122v | 229^ | 222^ | 267^ | 336^ | 37v | LT | LT | LT |
| M-F 6.30A 30 CBS N | | 84 | 84 | B | 1.5 | 14 | 131 | 1363 | 660 | 286 | 702 | 187 | 274 | 314 | 276 | 381 | 592 | 127 | 291 | 282 | 329 | 297 | LT | LT | 39 | LT |
| CBS MORNING NEWS- 7:00AM | 20 | 202 | 202 | A | 2.9 | 15 | 253 | 1186 | 652 | 272 | 708 | 127^ | 293 | 278 | 324 | 403 | 435 | 64v | 124^ | 142^ | 205^ | 288 | LT | LT | 32v | 23v |
| M-F 7.00A 30 CBS N | | 98 | 98 | B | 2.8 | 15 | 245 | 1257 | 649 | 247 | 715 | 126 | 288 | 318 | 336 | 383 | 469 | 85 | 178 | 201 | 231 | 265 | 33 | LT | 40 | 30 |
| CBS SCHOOLBREAK SPECIALS(S) | | 177 | | A | 5.8 | 16 | 507 | 1635 | 649 | 118v | 759 | 268^ | 298^ | 232^ | 154^ | 412^ | 618 | 383^ | 468^ | 383^ | 170^ | 150^ | 258^ | 221^ | LT | LT |
| 1 TUE. 4.00P 60 CBS CL | | 91 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 5.5 | 16 | 481 | 1526 | 700 | 27v | 764 | 299^ | 299^ | 226^ | 122v | 405^ | 531^ | 319^ | 403^ | 290^ | 150^ | 128v | 231^ | 231^ | LT | LT |
| 4.30 - 5.00 | | | | A | 6.0 | 16 | 524 | 1754 | 610 | 201^ | 763 | 243^ | 299^ | 240^ | 182^ | 424^ | 705 | 448^ | 534 | 472^ | 187^ | 171^ | 286^ | 214^ | LT | LT |
| DAYS OF OUR LIVES | 78 | 210 | 210 | A | 7.1 | 23 | 621 | 1523 | 876 | 195 | 978 | 346 | 535 | 454 | 376 | 364 | 324 | 102^ | 183 | 144 | 137 | 138 | 101^ | 72^ | 120 | 18v |
| M-F 1.00P 60 NBC DD | | 99 | 99 | B | 7.1 | 24 | 621 | 1499 | 857 | 219 | 976 | 336 | 540 | 462 | 405 | 370 | 357 | 146 | 203 | 135 | 129 | 126 | 96 | 84 | 70 | 26 |
| 1.00 - 1.30 | | | | A | 6.9 | 22 | 603 | 1511 | 868 | 210 | 989 | 346 | 537 | 450 | 375 | 377 | 310 | 89^ | 166 | 130 | 139 | 139 | 92^ | 65^ | 120 | 19v |
| 1.30 - 2.00 | | | | A | 7.4 | 23 | 647 | 1515 | 870 | 174 | 956 | 343 | 527 | 451 | 371 | 347 | 333 | 112 | 192 | 150 | 133 | 138 | 105^ | 76^ | 121 | 19v |
| FAME,FORTUNE AND ROMANCE | 79 | 150 | 148 | A | 2.6 | 10 | 227 | 1088 | 656 | 268^ | 709 | 242^ | 409 | 396 | 317 | 243^ | 220^ | 105^ | 105^ | 35v | 84^ | 106^ | 71v | 40v | 88^ | 40v |
| M-F 11.00A 30 ABC CC | | 75 | 75 | B | 2.4 | 10 | 210 | 1160 | 664 | 206 | 758 | 276 | 470 | 457 | 334 | 240 | 272 | 121 | 183 | 119 | 100 | 87 | 34 | LT | 96 | 40 |
| GENERAL HOSPITAL | 74 | 209 | 209 | A | 8.2 | 26 | 717 | 1255 | 752 | 187 | 814 | 351 | 519 | 476 | 331 | 238 | 238 | 80^ | 146 | 103 | 89^ | 92^ | 124 | 110 | 79^ | 22v |
| M-F 3.00P 60 ABC DD | | 99 | 99 | B | 8.5 | 28 | 743 | 1308 | 784 | 220 | 892 | 407 | 590 | 523 | 343 | 230 | 221 | 72 | 127 | 104 | 86 | 89 | 109 | 89 | 86 | 32 |
| 3.00 - 3.30 | | | | A | 8.1 | 27 | 708 | 1220 | 749 | 176 | 814 | 355 | 525 | 481 | 330 | 236 | 224 | 71^ | 134 | 95^ | 84^ | 90^ | 115 | 104 | 67^ | 13v |
| 3.30 - 4.00 | | | | A | 8.3 | 26 | 725 | 1276 | 753 | 192 | 813 | 348 | 513 | 470 | 329 | 240 | 246 | 84^ | 153 | 112 | 94^ | 93^ | 129 | 113 | 88^ | 30^ |
| GOOD MORNING, AMERICA-730 | 78 | 208 | 207 | A | 4.2 | 20 | 367 | 1215 | 763 | 201 | 782 | 202 | 430 | 449 | 403 | 280 | 324 | LT | 120^ | 138^ | 207 | 184^ | 33v | 16v | 76^ | 36v |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.4 | 22 | 385 | 1199 | 694 | 231 | 747 | 196 | 399 | 448 | 374 | 271 | 345 | 90 | 183 | 175 | 159 | 153 | 42 | 26 | 65 | 32 |
| GOOD MORNING, AMERICA-830 | 79 | 206 | 206 | A | 4.5 | 19 | 393 | 1094 | 698 | 165^ | 733 | 171^ | 374 | 384 | 340 | 310 | 298 | LT | 79^ | 87^ | 158^ | 211 | LT | LT | 53^ | 13v |
| M-F 8.30A 30 ABC N | | 99 | 99 | B | 4.5 | 20 | 393 | 1162 | 723 | 168 | 769 | 183 | 377 | 404 | 368 | 335 | 318 | 62 | 130 | 111 | 147 | 176 | 19 | LT | 56 | 18 |
| GUIDING LIGHT | 81 | 207 | 207 | A | 6.8 | 22 | 594 | 1298 | 827 | 164 | 928 | 237 | 448 | 404 | 412 | 419 | 192 | 67^ | 95^ | 64^ | 67^ | 90^ | 108^ | 72^ | 70^ | 41^ |
| M-F 3.00P 60 CBS DD | | 99 | 99 | B | 6.4 | 21 | 559 | 1337 | 809 | 186 | 940 | 245 | 464 | 415 | 420 | 412 | 232 | 82 | 123 | 87 | 88 | 91 | 103 | 71 | 62 | 38 |
| 3.00 - 3.30 | | | | A | 6.7 | 22 | 586 | 1263 | 808 | 152 | 914 | 237 | 438 | 394 | 399 | 418 | 181 | 56^ | 81^ | 62^ | 65^ | 93^ | 102^ | 65^ | 66^ | 37^ |
| 3.30 - 4.00 | | | | A | 6.9 | 22 | 603 | 1315 | 831 | 172 | 930 | 237 | 454 | 409 | 414 | 416 | 196 | 73^ | 100^ | 63^ | 65^ | 89^ | 117 | 78^ | 72^ | 43^ |
| LOVING | 78 | 182 | 180 | A | 4.1 | 14 | 358 | 1330 | 771 | 245 | 891 | 374 | 589 | 427 | 304 | 296 | 235 | 61^ | 86^ | 53^ | 73^ | 149^ | 70^ | 59^ | 134^ | 50^ |
| M-F 12.30P 30 ABC DD | | 91 | 91 | B | 3.9 | 14 | 341 | 1390 | 836 | 253 | 945 | 420 | 665 | 545 | 345 | 253 | 254 | 82 | 140 | 124 | 100 | 102 | 66 | 49 | 125 | 44 |
| MAIN STREET 5(S) | | 152 | | A | 4.0 | 10 | 350 | 1429 | 698^ | 192v | 698^ | 266^ | 406^ | 237^ | 286^ | 292^ | 406^ | LT | 163v | 163v | 243^ | 243^ | 234^ | 146v | 91v | LT |
| 1 TUE. 4.00P 60 NBC CN | | 87 | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MAIN STREET 5(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 3.9 | 10 | 341 | 1331 | 654^ | 118v | 654^ | 232^ | 339^ | 190v | 246^ | 315^ | 407^ | LT | 153v | 153v | 256^ | 254^ | 193v | 103v | 77v | LT |
| 4.30 - 5.00 | | | | A | 4.1 | 10 | 358 | 1514 | 737^ | 263^ | 737^ | 296^ | 466^ | 282^ | 324^ | 271^ | 398^ | LT | 166v | 166v | 225^ | 232^ | 272^ | 184v | 107v | LT |
| MORNING PROGRAM | 20 | 202 | 202 | A | 2.8 | 12 | 245 | 1167 | 608 | 139^ | 694 | 90^ | 237^ | 240^ | 277^ | 441 | 405 | 78^ | 122^ | 98^ | 167^ | 270^ | 28v | LT | 40v | 21v |
| M-F 7.30A 90 CBS N | | 98 | 98 | B | 2.9 | 13 | 253 | 1197 | 657 | 120 | 718 | 124 | 255 | 278 | 287 | 426 | 408 | 81 | 142 | 120 | 158 | 256 | 27 | LT | 44 | 29 |
| 7.30 - 8.00 | | | | A | 2.7 | 13 | 236 | 1220 | 609 | 160^ | 702 | 92^ | 241^ | 233^ | 280^ | 452 | 449 | 75^ | 122^ | 118^ | 196^ | 310 | 27v | LT | 42v | 25v |
| 8.00 - 8.30 | | | | A | 2.7 | 12 | 236 | 1237 | 634 | 148^ | 744 | 101^ | 270^ | 279^ | 304 | 444 | 410 | 84^ | 122^ | 94^ | 152^ | 270^ | 36v | 22v | 47v | 25v |
| 8.30 - 9.00 | | | | A | 2.9 | 12 | 253 | 1130 | 601 | 110^ | 688 | 92^ | 230^ | 237^ | 272 | 443 | 392 | 83^ | 134^ | 98^ | 174^ | 250^ | 19v | LT | 31v | LT |
| NBC NEWS AT SUNRISE | 80 | 190 | 191 | A | 2.5 | 19 | 219 | 1027 | 483 | 274^ | 520 | 86^ | 306^ | 306^ | 320 | 183^ | 461 | 164^ | 274^ | 274^ | 196^ | 146^ | LT | LT | 27v | 27v |
| M-F 6.30A 30 NBC N | | 97 | 97 | B | 2.2 | 18 | 192 | 1072 | 495 | 221 | 534 | 56 | 244 | 274 | 317 | 245 | 502 | 134 | 299 | 308 | 277 | 174 | LT | LT | LT | LT |
| NBC NEWS DIGEST-DAYTIME | 48 | 193 | 192 | A | 4.5 | 15 | 393 | 1473 | 875 | 182 | 941 | 259 | 481 | 424 | 451 | 361 | 275 | 102^ | 132^ | 79^ | 86^ | 137^ | 76^ | 76^ | 181 | 44v |
| MWF 2.57P 1 NBC N | | 95 | 95 | B | 4.4 | 15 | 385 | 1339 | 818 | 185 | 937 | 284 | 482 | 443 | 429 | 374 | 243 | 83 | 117 | 81 | 97 | 105 | 74 | 65 | 85 | 33 |
| NEW CARD SHARKS | 81 | 169 | 169 | A | 4.4 | 18 | 385 | 1400 | 771 | 243 | 821 | 244 | 349 | 355 | 284 | 405 | 348 | 85^ | 143^ | 126^ | 167^ | 193 | 28v | 28v | 203 | 99^ |
| M-F 10.30A 30 CBS QP | | 84 | 84 | B | 4.0 | 17 | 350 | 1237 | 682 | 151 | 752 | 201 | 306 | 309 | 275 | 388 | 324 | 78 | 147 | 125 | 153 | 166 | 38 | 25 | 123 | 71 |
| NEWSBREAK-11.57 | 82 | 179 | 179 | A | 7.1 | 27 | 621 | 1395 | 765 | 248 | 846 | 239 | 410 | 317 | 316 | 425 | 390 | 80^ | 141 | 131 | 187 | 222 | 51^ | 40^ | 108^ | 37^ |
| M-F 11.57A 2 CBS N | | 85 | 85 | B | 6.7 | 27 | 586 | 1292 | 678 | 174 | 780 | 192 | 329 | 296 | 304 | 409 | 350 | 94 | 150 | 109 | 154 | 181 | 58 | 29 | 104 | 43 |
| NEWSBREAK-3.44 | 81 | 192 | 192 | A | 6.1 | 20 | 533 | 1265 | 820 | 185 | 935 | 258 | 474 | 406 | 390 | 415 | 214 | 86^ | 120^ | 70^ | 74^ | 86^ | 60^ | 32v | 56^ | 30v |
| 1 M & F 3.41P 1 CBS N | | 95 | 95 | B | 6.1 | 20 | 533 | 1324 | 791 | 189 | 919 | 249 | 454 | 399 | 396 | 408 | 235 | 90 | 131 | 93 | 89 | 86 | 102 | 73 | 68 | 38 |
| 1 TUE. 3.38P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 W & TH 3.42P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 3.44P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 3.42P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 3.41P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 3.46P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 3.43P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 76 | 210 | 210 | A | 7.0 | 23 | 612 | 1168 | 748 | 204 | 812 | 366 | 560 | 495 | 341 | 212 | 240 | 72^ | 124 | 88^ | 80^ | 116 | 57^ | 57^ | 59^ | LT |
| M-F 2.00P 60 ABC DD | | 99 | 99 | B | 7.3 | 25 | 638 | 1260 | 781 | 213 | 875 | 389 | 611 | 542 | 360 | 206 | 247 | 89 | 137 | 109 | 82 | 103 | 63 | 50 | 75 | 25 |
| 2.00 - 2.30 | | | | A | 6.9 | 23 | 603 | 1158 | 748 | 194 | 811 | 364 | 565 | 490 | 340 | 218 | 231 | 76^ | 122 | 90^ | 63^ | 109^ | 49^ | 49^ | 67^ | LT |
| 2.30 - 3.00 | | | | A | 7.2 | 24 | 629 | 1148 | 734 | 205 | 793 | 359 | 544 | 488 | 334 | 203 | 239 | 65^ | 119 | 83^ | 91^ | 120 | 65^ | 65^ | 51^ | LT |
| PRICE IS RIGHT 1 | 81 | 207 | 207 | A | 7.1 | 28 | 621 | 1401 | 777 | 210 | 856 | 263 | 400 | 369 | 312 | 417 | 339 | 74^ | 135 | 118 | 155 | 183 | 41^ | 36^ | 165 | 68^ |
| M-F 11.00A 30 CBS AP | | 99 | 99 | B | 6.3 | 26 | 551 | 1311 | 713 | 162 | 804 | 207 | 343 | 328 | 312 | 410 | 339 | 87 | 156 | 122 | 153 | 166 | 51 | 29 | 117 | 55 |
| PRICE IS RIGHT 2 | 82 | 207 | 207 | A | 8.7 | 34 | 760 | 1386 | 776 | 221 | 857 | 244 | 409 | 352 | 329 | 417 | 358 | 76^ | 142 | 121 | 165 | 197 | 40^ | 32^ | 131 | 48^ |
| M-F 11.30A 30 CBS AP | | 99 | 99 | B | 7.9 | 32 | 690 | 1288 | 701 | 164 | 791 | 190 | 335 | 318 | 316 | 409 | 342 | 84 | 147 | 108 | 154 | 181 | 52 | 29 | 103 | 46 |
| RYAN'S HOPE | 77 | 164 | 163 | A | 2.9 | 10 | 253 | 1126 | 624 | 241^ | 699 | 272 | 450 | 353 | 309 | 244^ | 246^ | 91^ | 135^ | 72^ | 115^ | 111^ | 67v | 67v | 114^ | 56v |
| M-F 12.00N 30 ABC DD | | 84 | 83 | B | 2.8 | 10 | 245 | 1195 | 708 | 206 | 811 | 320 | 526 | 457 | 320 | 263 | 228 | 85 | 122 | 93 | 90 | 101 | 45 | 34 | 111 | 32 |
| SALE OF THE CENTURY | 25 | 163 | 166 | A | 3.7 | 15 | 323 | 1201 | 742 | 154^ | 795 | 237 | 353 | 291 | 267 | 418 | 301 | 74^ | 99^ | 67^ | 90^ | 184^ | 47v | 19v | 58^ | 28v |
| M-F 10.00A 30 NBC QG | | 85 | 85 | B | 3.8 | 15 | 332 | 1222 | 721 | 127 | 802 | 214 | 343 | 292 | 268 | 428 | 326 | 62 | 102 | 97 | 105 | 210 | 37 | 16 | 57 | 26 |
| SANTA BARBARA | 77 | 197 | 197 | A | 4.4 | 14 | 385 | 1408 | 793 | 168^ | 892 | 339 | 488 | 343 | 322 | 373 | 332 | 122^ | 153^ | 86^ | 102^ | 173^ | 121^ | 115^ | 63^ | 39v |
| M-F 3.00P 60 NBC DD | | 97 | 97 | B | 4.3 | 14 | 376 | 1372 | 810 | 140 | 889 | 332 | 465 | 381 | 341 | 370 | 269 | 95 | 131 | 85 | 91 | 134 | 103 | 77 | 111 | 67 |
| 3.00 - 3.30 | | | | A | 4.3 | 14 | 376 | 1380 | 815 | 165^ | 890 | 342 | 491 | 348 | 315 | 367 | 318 | 114^ | 146^ | 82^ | 95^ | 167^ | 110^ | 104^ | 62^ | 30v |
| 3.30 - 4.00 | | | | A | 4.6 | 14 | 402 | 1386 | 750 | 167^ | 865 | 325 | 467 | 325 | 319 | 368 | 336 | 125^ | 157^ | 90^ | 104^ | 174 | 125^ | 120^ | 60^ | 45^ |
| SCRABBLE | 77 | 196 | 197 | A | 5.3 | 21 | 463 | 1177 | 681 | 128^ | 767 | 186 | 274 | 231 | 263 | 456 | 302 | 57^ | 96^ | 90^ | 137^ | 184 | 39^ | 28v | 69^ | 20v |
| M-F 11.30A 30 NBC QG | | 96 | 96 | B | 4.9 | 20 | 428 | 1253 | 726 | 150 | 795 | 180 | 314 | 298 | 307 | 431 | 325 | 76 | 112 | 97 | 127 | 188 | 53 | 31 | 80 | 35 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES | | | | | | | | | | | | | | | | | | |
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SUPER PASSWORD | 77 | 160 | 160 | A | 3.9 | 14 | 341 | 1235 | 659 | 126^ | 768 | 181^ | 256 | 199^ | 271 | 478 | 317 | 85^ | 108^ | 64^ | 143^ | 194^ | 74^ | 50v | 76^ | 33v |
| M-F 12.00N 30 NBC QG | | 77 | 77 | B | 3.6 | 13 | 315 | 1251 | 713 | 128 | 809 | 166 | 290 | 258 | 320 | 470 | 293 | 74 | 103 | 68 | 111 | 177 | 86 | 47 | 63 | 36 |
| TODAY SHOW-7.30AM | 79 | 204 | 204 | A | 5.9 | 27 | 516 | 1182 | 637 | 188 | 669 | 145 | 289 | 334 | 345 | 324 | 431 | 26v | 154 | 182 | 264 | 234 | 51^ | 27v | 31v | 23v |
| M-F 7.30A 30 NBC N | | 99 | 99 | B | 5.1 | 25 | 446 | 1249 | 695 | 219 | 736 | 153 | 354 | 369 | 356 | 330 | 444 | 87 | 207 | 214 | 239 | 197 | 23 | LT | 46 | 37 |
| TODAY SHOW-8.30AM | 79 | 205 | 205 | A | 5.9 | 25 | 516 | 1174 | 688 | 100^ | 720 | 151 | 287 | 300 | 262 | 387 | 407 | 54^ | 145 | 168 | 208 | 225 | 18v | LT | 29v | LT |
| M-F 8.30A 30 NBC N | | 99 | 99 | B | 5.3 | 24 | 463 | 1208 | 754 | 147 | 789 | 171 | 332 | 333 | 299 | 408 | 359 | 80 | 150 | 147 | 162 | 178 | 16 | LT | 44 | 28 |
| $25,000 PYRAMID | 79 | 180 | 178 | A | 4.0 | 16 | 350 | 1283 | 784 | 209 | 855 | 244 | 335 | 331 | 259 | 466 | 283 | 63^ | 123^ | 117^ | 128^ | 143^ | 22v | 22v | 123^ | 62^ |
| M-F 10.00A 30 CBS QP | | 91 | 90 | B | 3.8 | 16 | 332 | 1195 | 698 | 156 | 781 | 199 | 327 | 306 | 287 | 412 | 284 | 80 | 133 | 114 | 123 | 135 | 25 | 20 | 105 | 53 |
| WEBSTER M-F | 30 | 144 | 143 | A | 2.1 | 8 | 184 | 1033 | 543 | 240^ | 604 | 256^ | 429 | 418 | 266^ | 158^ | 170^ | 88v | 125^ | 53v | 59v | 45v | 53v | 38v | 206^ | 87v |
| M-F 11.30A 30 ABC CS | | 72 | 72 | B | 2.2 | 8 | 192 | 1261 | 590 | 215 | 633 | 295 | 465 | 395 | 229 | 158 | 223 | 107 | 165 | 125 | 82 | 58 | 103 | 59 | 302 | 146 |
| WHEEL OF FORTUNE | 77 | 208 | 209 | A | 6.7 | 26 | 586 | 1217 | 700 | 105^ | 780 | 169 | 295 | 270 | 282 | 456 | 313 | 43^ | 80^ | 76^ | 126 | 217 | 54^ | 46^ | 70^ | 19v |
| M-F 11.00A 30 NBC QG | | 99 | 99 | B | 6.3 | 26 | 551 | 1260 | 742 | 137 | 808 | 180 | 316 | 305 | 306 | 444 | 324 | 69 | 109 | 89 | 120 | 197 | 47 | 27 | 81 | 35 |
| WORDPLAY | 29 | 147 | 148 | A | 3.5 | 12 | 306 | 1284 | 653 | 248 | 774 | 205^ | 286 | 261 | 297 | 435 | 355 | 65^ | 120^ | 91^ | 225 | 235 | 69^ | 43v | 86^ | 43v |
| M-F 12.30P 30 NBC QG | | 78 | 78 | B | 3.6 | 12 | 315 | 1426 | 707 | 211 | 811 | 247 | 344 | 296 | 306 | 408 | 320 | 65 | 110 | 87 | 161 | 203 | 153 | 79 | 142 | 95 |
| YOUNG AND THE RESTLESS | 81 | 208 | 208 | A | 8.6 | 30 | 752 | 1263 | 830 | 176 | 931 | 317 | 500 | 418 | 363 | 388 | 246 | 57^ | 92 | 75^ | 90^ | 141 | 18v | 13v | 68^ | 37^ |
| M-F 12.30P 60 CBS DD | | 98 | 99 | B | 8.0 | 29 | 699 | 1259 | 807 | 193 | 920 | 292 | 488 | 416 | 370 | 381 | 252 | 71 | 120 | 92 | 98 | 120 | 36 | 22 | 51 | 21 |
| 12.30 - 1.00 | | | | A | 8.5 | 31 | 743 | 1258 | 816 | 185 | 917 | 308 | 487 | 404 | 354 | 387 | 256 | 57^ | 99 | 84^ | 92^ | 145 | 19v | 13v | 66^ | 35^ |
| 1.00 - 1.30 | | | | A | 8.7 | 30 | 760 | 1261 | 844 | 169 | 943 | 326 | 513 | 430 | 370 | 387 | 234 | 54^ | 82^ | 66^ | 88^ | 137 | 15v | 11v | 69^ | 39^ |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AT&T PEBBLE BEACH GOLF-SA(S) | | 184 | | A | 6.0 | 14 | 524 | 1452 | 413^ | LT | 495^ | 129v | 155^ | 129v | 148^ | 283^ | 787 | 120v | 352^ | 399^ | 424^ | 345^ | 123v | 66v | 47v | 47v |
| 1 SAT. 5.24P 36 CBS SE | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 5.5 | 13 | 481 | 1437 | 320^ | 29v | 396^ | 77v | 103v | 75v | 166^ | 244^ | 835 | 150^ | 430^ | 448^ | 459^ | 338^ | 149v | 77v | 57v | 57v |
| 5.30 - 6.00 | | | | A | 6.0 | 14 | 524 | 1475 | 435^ | LT | 519^ | 139^ | 165^ | 140^ | 147^ | 295^ | 787 | 116v | 343^ | 395^ | 423^ | 348^ | 122v | 67v | 47v | 47v |
| AT&T PEBBLE BEACH GOLF-SU(S) | | 201 | | A | 6.1 | 14 | 533 | 1520 | 554 | 220^ | 589 | 86v | 102v | 163^ | 229^ | 395^ | 805 | 206^ | 365^ | 390^ | 394^ | 330^ | LT | LT | 126v | 103v |
| 1 SUN. 3.34P 146 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 5.2 | 13 | 454 | 1833 | 512^ | 234^ | 591^ | 136v | 136v | 214^ | 216^ | 347^ | 843 | 280^ | 451^ | 468^ | 403^ | 271^ | LT | LT | 399^ | 399^ |
| 4.00 - 4.30 | | | | A | 5.4 | 13 | 472 | 1661 | 582^ | 235^ | 610 | 135v | 135v | 128v | 199^ | 400^ | 811 | 214^ | 357^ | 356^ | 396^ | 324^ | LT | LT | 240^ | 240^ |
| 4.30 - 5.00 | | | | A | 5.8 | 13 | 507 | 1497 | 548 | 249^ | 578 | 92v | 122v | 140v | 209^ | 396^ | 890 | 259^ | 437^ | 407^ | 439^ | 330^ | LT | LT | 29v | LT |
| 5.00 - 5.30 | | | | A | 6.8 | 15 | 594 | 1416 | 551 | 211^ | 580 | 56v | 85v | 159^ | 245^ | 405^ | 788 | 184^ | 335^ | 368^ | 371^ | 364^ | LT | LT | 48v | LT |
| 5.30 - 6.00 | | | | A | 7.2 | 15 | 629 | 1337 | 562 | 184^ | 590 | 45v | 58v | 174^ | 259^ | 416^ | 719 | 123^ | 274^ | 376^ | 376^ | 343^ | LT | LT | 28v | LT |
| ABC COLLEGE BSKTBALL GAME | 3 | 158 | 180 | A | 2.2 | 6 | 192 | 1224 | 427^ | 208^ | 443^ | 120v | 213^ | 182v | 219^ | 198^ | 605^ | 136v | 355^ | 411^ | 360^ | 178v | 124v | LT | 52v | 47v |
| 1 SUN. 2.00P 123 ABC SE | | 83 | 92 | B | 2.4 | 6 | 210 | 1288 | 441 | 227 | 456 | 101 | 233 | 213 | 255 | 205 | 657 | 181 | 392 | 399 | 329 | 214 | 107 | LT | 68 | 54 |
| 2 SUN. 2.00P 134 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 1.7 | 5 | 149 | 1154 | 382^ | 107v | 382^ | 114v | 127v | 61v | 168v | 207v | 617^ | 160v | 402^ | 482^ | 389^ | 135v | 115v | LT | 40v | 40v |
| 2.30 - 3.00 | | | | A | 1.9 | 5 | 166 | 1223 | 314^ | 79v | 314^ | 79v | 108v | 60v | 150v | 175v | 717^ | 187v | 439^ | 505^ | 445^ | 200v | 150v | LT | 42v | 42v |
| 3.00 - 3.30 | | | | A | 2.0 | 5 | 175 | 1149 | 400^ | 172v | 400^ | LT | 149v | 173v | 263^ | 205v | 561^ | 109v | 292^ | 344^ | 326^ | 194v | 131v | LT | 57v | 57v |
| 3.30 - 4.00 | | | | A | 2.6 | 7 | 227 | 1225 | 423^ | 229^ | 432^ | 48v | 247^ | 199^ | 265^ | 185^ | 608^ | 101v | 344^ | 392^ | 362^ | 190^ | 119v | LT | 66v | 66v |
| 4.00 - 4.30 | | | | A | 3.4 | 8 | 297 | 1946 | 1112 | 805^ | 1186 | 711^ | 804^ | 788^ | 356^ | 324^ | 582^ | 183v | 345^ | 401^ | 282^ | 181v | 153v | 111v | 25v | LT |
| ABC WEEKEND SPECIALS | 17 | 180 | 181 | A | 3.6 | 11 | 315 | 1895 | 569 | 315^ | 629 | 410^ | 536 | 491 | 168^ | 83v | 365^ | 280^ | 324^ | 203^ | 51v | 41v | 202^ | 78v | 699 | 496 |
| SAT. 12.00N 30 ABC FV | | 91 | 90 | B | 4.0 | 13 | 350 | 1741 | 392 | 163 | 461 | 251 | 334 | 302 | 165 | 102 | 300 | 155 | 225 | 183 | 92 | 65 | 187 | 119 | 793 | 475 |
| ABC WIDE WORLD-SPORTS SAT | 7 | 190 | 189 | A | 7.4 | 18 | 647 | 1612 | 721 | 320 | 814 | 227 | 408 | 364 | 306 | 368 | 600 | 210^ | 368 | 344 | 230 | 193^ | 97^ | 54v | 101^ | 32v |
| 1 SAT. 4.33P 87 ABC SA | | 96 | 95 | B | 6.2 | 14 | 542 | 1645 | 614 | 244 | 712 | 194 | 364 | 342 | 311 | 306 | 681 | 202 | 427 | 415 | 337 | 222 | 113 | 40 | 139 | 70 |
| 2 SAT. 4.30P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WIDE WORLD-SPO-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 6.6 | 17 | 577 | 1473 | 613 | 219^ | 706 | 156^ | 267 | 305 | 255 | 373 | 586 | 191^ | 316 | 333 | 231^ | 217^ | 86^ | 55v | 95^ | 27v |
| 5.00 - 5.30 | | | | A | 7.3 | 17 | 638 | 1602 | 681 | 281 | 772 | 226 | 372 | 322 | 274 | 363 | 625 | 241 | 401 | 351 | 227 | 192^ | 114^ | 58^ | 91^ | 33v |
| 5.30 - 6.00 | | | | A | 8.3 | 18 | 725 | 1730 | 846 | 435 | 934 | 282 | 548 | 450 | 375 | 365 | 587 | 196 | 377 | 344 | 233 | 175^ | 94^ | 51^ | 115^ | 34v |
| ABC WIDE WORLD-SPORTS SUN | 1 | 207 | | A | 12.0 | 24 | 1049 | 1555 | 434 | 185^ | 513 | 190^ | 263^ | 264^ | 197^ | 215^ | 822 | 285 | 503 | 495 | 397 | 257^ | 109^ | 27v | 111^ | 74^ |
| 1 SUN. 4.03P 204 ABC SA | | 99 | | B | 12.0 | 24 | 1049 | 1555 | 434 | 185 | 513 | 190 | 263 | 264 | 197 | 215 | 822 | 285 | 503 | 495 | 397 | 257 | 109 | 27 | 111 | 74 |
| 4.00 - 4.30 | | | | A | 8.4 | 20 | 734 | 1425 | 307^ | 137^ | 375^ | 87v | 160^ | 148^ | 160^ | 194^ | 789 | 286^ | 501 | 515 | 373^ | 227^ | 146^ | 77v | 115^ | 72v |
| 4.30 - 5.00 | | | | A | 10.4 | 24 | 909 | 1415 | 375 | 183^ | 442 | 163^ | 228^ | 232^ | 157^ | 193^ | 766 | 285^ | 474 | 478 | 351 | 233^ | 108^ | 37v | 99^ | 67v |
| 5.00 - 5.30 | | | | A | 11.7 | 26 | 1023 | 1444 | 346 | 173^ | 424 | 140^ | 200^ | 213^ | 180^ | 193^ | 832 | 312 | 510 | 510 | 378 | 260^ | 86^ | 21v | 102^ | 59v |
| 5.30 - 6.00 | | | | A | 11.7 | 25 | 1023 | 1499 | 429 | 157^ | 498 | 180^ | 222^ | 242^ | 184^ | 228^ | 816 | 286 | 469 | 460 | 383 | 285 | 87^ | 14v | 98^ | 40v |
| 6.00 - 6.30 | | | | A | 13.0 | 25 | 1136 | 1542 | 469 | 202^ | 556 | 181^ | 241^ | 249 | 200^ | 273 | 833 | 261 | 478 | 487 | 413 | 278 | 86^ | LT | 67^ | 53v |
| 6.30 - 7.00 | | | | A | 13.7 | 24 | 1197 | 1630 | 478 | 296 | 616 | 290 | 371 | 353 | 203^ | 219^ | 849 | 269 | 535 | 536 | 442 | 257 | 95^ | 14v | 70^ | 70^ |
| 7.00 - 7.30 | | | | A | 14.9 | 25 | 1302 | 1845 | 561 | 130^ | 598 | 233 | 349 | 340 | 265 | 201^ | 847 | 301 | 544 | 478 | 422 | 244 | 170^ | 52v | 230 | 156^ |
| ABC WIDE WRLD-SPORTS SPEC(S) | | | 160 | A | 3.5 | 8 | 306 | 1350 | 657^ | 183v | 692^ | 153v | 257^ | 294^ | 369^ | 362^ | 599^ | 170v | 292^ | 344^ | 338^ | 255^ | 59v | 59v | LT | LT |
| 2 SUN. 4.14P 46 ABC SA | | | 88 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 2.7 | 7 | 236 | 1242 | 580^ | 173v | 609^ | 114v | 207v | 230v | 343^ | 351^ | 560^ | 136v | 216v | 289v | 293v | 271v | 73v | 73v | LT | LT |
| 4.30 - 5.00 | | | | A | 3.8 | 9 | 332 | 1440 | 711^ | 193v | 750^ | 175v | 286^ | 332^ | 395^ | 379^ | 633^ | 190v | 328^ | 374^ | 361^ | 259^ | 57v | 57v | LT | LT |
| ALL NEW EWOKS | 17 | 199 | 199 | A | 4.4 | 14 | 385 | 1665 | 294^ | 89v | 330^ | 232^ | 280^ | 280^ | 74v | 50v | 366^ | 291^ | 361^ | 245^ | 70v | LT | 187^ | 57v | 782 | 396 |
| SAT. 11.30A 30 ABC CA | | 93 | 93 | B | 4.2 | 14 | 367 | 1757 | 370 | 143 | 429 | 259 | 343 | 264 | 135 | 77 | 292 | 162 | 241 | 191 | 91 | 48 | 204 | 102 | 832 | 439 |
| ALVIN AND THE CHIPMUNKS | 13 | 200 | 200 | A | 8.6 | 27 | 752 | 1624 | 387 | 79^ | 429 | 253 | 294 | 291 | 111^ | 124^ | 180^ | 99^ | 137^ | 82^ | 67^ | 43v | 221 | 129^ | 794 | 440 |
| SAT. 10.30A 30 NBC CA | | 99 | 99 | B | 7.3 | 24 | 638 | 1766 | 339 | 123 | 413 | 258 | 307 | 215 | 91 | 99 | 247 | 139 | 178 | 127 | 76 | 62 | 197 | 105 | 909 | 487 |
| AMERICAN BANDSTAND | 15 | 154 | 161 | A | 2.6 | 8 | 227 | 1775 | 617^ | 243^ | 692 | 321^ | 410^ | 493^ | 265^ | 154v | 568^ | 396^ | 431^ | 295^ | 142v | 71v | 127v | 105v | 388^ | 234^ |
| SAT. 1.00P 30 ABC PC | | 80 | 80 | B | 2.5 | 8 | 219 | 1540 | 421 | 165 | 497 | 223 | 326 | 339 | 216 | 103 | 402 | 189 | 309 | 271 | 171 | 66 | 232 | 144 | 409 | 261 |
| AMERICA'S CUP CHALLENGE(S) | | | 173 | A | 4.7 | 10 | 411 | 1937 | 737 | 199^ | 790 | 250^ | 424^ | 425^ | 354^ | 313^ | 721 | 182^ | 479^ | 539^ | 475^ | 182^ | 229^ | 229^ | 197^ | 129v |
| 2 SUN. 5.00P 60 ABC SE | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 4.5 | 10 | 393 | 1985 | 714 | 130v | 775 | 252^ | 427^ | 417^ | 328^ | 296^ | 698^ | 184^ | 472^ | 518^ | 447^ | 180v | 282^ | 282^ | 230^ | 146v |
| 5.30 - 6.00 | | | | A | 5.0 | 11 | 437 | 1844 | 746 | 256^ | 791 | 245^ | 417^ | 420^ | 373^ | 325^ | 719 | 173^ | 472^ | 538^ | 489^ | 181^ | 174^ | 174^ | 160v | 108v |
| BERENSTAIN BEARS | 18 | 197 | 196 | A | 2.6 | 16 | 227 | 1771 | 225^ | 71v | 225^ | 154v | 189^ | 136v | 35v | 36v | 88v | 30v | 44v | LT | 35v | 44v | 31v | LT | 1427 | 648 |
| SAT. 8.00A 30 CBS CA | | 96 | 96 | B | 2.4 | 15 | 210 | 1652 | 288 | 107 | 353 | 183 | 236 | 224 | 96 | 96 | 216 | 84 | 147 | 137 | 91 | 66 | 74 | 34 | 1009 | 594 |
| BUGS BUNNY & TWEETY SHOW | 17 | 205 | 206 | A | 5.7 | 17 | 498 | 1697 | 255^ | 128^ | 304 | 193^ | 248^ | 261^ | 77^ | 43v | 367 | 243^ | 350 | 241^ | 124^ | 17v | 217^ | 72v | 809 | 434 |
| SAT. 11.00A 30 ABC CA | | 96 | 96 | B | 5.1 | 17 | 446 | 1746 | 359 | 185 | 423 | 262 | 330 | 258 | 121 | 77 | 311 | 173 | 241 | 175 | 91 | 68 | 185 | 91 | 827 | 450 |
| BUSINESS WORLD | 15 | 94 | 100 | A | 1.2 | 4 | 105 | 1095^ | 742^ | 115v | 771^ | 476^ | 571^ | 552^ | 238v | 200v | 324v | LT | 86v | 105v | 171v | 219v | LT | LT | LT | LT |
| SUN. 12.30P 30 ABC N | | 67 | 71 | B | 1.7 | 5 | 149 | 1118 | 564 | 241 | 652 | 188 | 280 | 214 | 169 | 372 | 359 | 93 | 153 | 152 | 113 | 185 | LT | LT | 91 | 79 |
| CARE BEAR FAMILY | 18 | 204 | 205 | A | 3.5 | 16 | 306 | 1928 | 386^ | 157^ | 386^ | 288^ | 311^ | 209^ | 79v | 38v | 154^ | 52v | 106v | 54v | 73v | 48v | 54v | 54v | 1334 | 859 |
| SAT. 8.30A 30 ABC CA | | 99 | 99 | B | 3.5 | 17 | 306 | 1659 | 316 | 139 | 345 | 197 | 260 | 214 | 111 | 75 | 153 | 65 | 98 | 73 | 47 | 55 | 98 | 62 | 1063 | 670 |
| CBS NCAA BASKETBALL-SAT | 7 | 196 | 193 | A | 4.2 | 13 | 367 | 1856 | 501 | 128^ | 566 | 202^ | 301^ | 303^ | 236^ | 163^ | 796 | 252^ | 484 | 483 | 396 | 226^ | 175^ | 43v | 319^ | 261^ |
| 1 SAT. 1.00P 130 CBS SE | | 98 | 98 | B | 4.0 | 11 | 350 | 1424 | 336 | 104 | 373 | 127 | 184 | 172 | 147 | 149 | 735 | 294 | 469 | 452 | 333 | 193 | 97 | 23 | 219 | 169 |
| 2 SAT. 1.00P 144 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 4.0 | 13 | 350 | 1934 | 592 | 152^ | 657 | 257^ | 352^ | 341^ | 247^ | 197^ | 617 | 216^ | 448 | 465 | 325^ | 120^ | 249^ | 57v | 411 | 315^ |
| 1.30 - 2.00 | | | | A | 3.9 | 12 | 341 | 1891 | 590 | 159^ | 648 | 240^ | 338^ | 377^ | 308^ | 160^ | 722 | 272^ | 474 | 501 | 308^ | 180^ | 202^ | 46v | 319^ | 268^ |
| 2.00 - 2.30 | | | | A | 4.1 | 13 | 358 | 1763 | 513 | 140^ | 566 | 203^ | 286^ | 317^ | 235^ | 141^ | 841 | 243^ | 448 | 443 | 415 | 303^ | 173^ | 46v | 183^ | 137^ |
| 2.30 - 3.00 | | | | A | 4.4 | 13 | 385 | 1800 | 418 | 94v | 498 | 165^ | 255^ | 238^ | 184^ | 167^ | 885 | 271^ | 464 | 459 | 429 | 286^ | 149^ | 42v | 268^ | 234^ |
| 3.00 - 3.30 | | | | A | 5.2 | 15 | 454 | 1890 | 387 | 111^ | 469 | 153^ | 289^ | 240^ | 223^ | 152^ | 896 | 238^ | 601 | 565 | 522 | 216^ | 93^ | 12v | 432 | 383 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NCAA BASKETBALL-SAT 2 | 4 | 194 | 184 | A | 4.3 | 12 | 376 | 1604 | 387 | 45v | 432 | 96v | 181^ | 173^ | 239^ | 185^ | 943 | 279^ | 622 | 598 | 523 | 226^ | 98^ | 50v | 131^ | 104^ |
| 1 SAT. 3.10P 134 CBS SE | | 97 | 95 | B | 4.7 | 12 | 411 | 1451 | 422 | 141 | 453 | 173 | 228 | 208 | 162 | 181 | 831 | 264 | 509 | 524 | 431 | 219 | 73 | 22 | 94 | 63 |
| 2 SAT. 3.24P 97 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 4.2 | 12 | 367 | 1793 | 392 | 35v | 446 | 93v | 179^ | 188^ | 249^ | 174^ | 1097 | 420 | 783 | 641 | 530 | 218^ | 53v | 49v | 197^ | 136^ |
| 3.30 - 4.00 | | | | A | 3.9 | 11 | 341 | 1821 | 486 | 62v | 551 | 96v | 260^ | 270^ | 313^ | 209^ | 980 | 321^ | 681 | 621 | 524 | 193^ | 43v | 41v | 247^ | 194^ |
| 4.00 - 4.30 | | | | A | 3.9 | 11 | 341 | 1443 | 326^ | LT | 355^ | 82v | 156^ | 120^ | 205^ | 153^ | 957 | 302^ | 642 | 625 | 528 | 218^ | 55v | 44v | 76v | 62v |
| 4.30 - 5.00 | | | | A | 4.2 | 11 | 367 | 1556 | 416 | 65v | 443 | 126^ | 180^ | 173^ | 225^ | 197^ | 881 | 211^ | 543 | 569 | 522 | 243^ | 139^ | 49v | 93v | 74v |
| 5.00 - 5.30 | | | | A | 6.5 | 16 | 568 | 1537 | 266^ | 25v | 335^ | 69v | 98v | 89v | 186^ | 177^ | 918 | 217^ | 549 | 570 | 529 | 283^ | 208^ | 79v | 76v | 76v |
| CBS SPORTS SATURDAY | 1 | | 175 | A | 4.4 | 11 | 385 | 1436 | 382^ | 180v | 408^ | 155v | 168v | 155v | 151v | 240^ | 806 | 145v | 481^ | 472^ | 514^ | 282^ | 72v | LT | 150v | 50v |
| 2 SAT. 5.00P 60 CBS SA | | | 93 | B | 4.4 | 11 | 385 | 1436 | 382 | 180 | 408 | 155 | 168 | 155 | 151 | 240 | 806 | 145 | 481 | 472 | 514 | 282 | 72 | LT | 150 | 50 |
| 5.00 - 5.30 | | | | A | 4.2 | 11 | 367 | 1327 | 346^ | 161v | 373^ | 172v | 199^ | 172v | 139v | 174v | 703^ | 112v | 423^ | 443^ | 472^ | 238^ | 79v | 16v | 172v | 49v |
| 5.30 - 6.00 | | | | A | 4.7 | 12 | 411 | 1489 | 401^ | 190^ | 425^ | 136v | 136v | 136v | 158v | 289^ | 874 | 171v | 521^ | 488^ | 539^ | 310^ | 61v | LT | 129v | 49v |
| CBS SPORTS SPECIAL-SUN(S) | | | 164 | A | 4.9 | 15 | 428 | 1400 | 364^ | 19v | 364^ | LT | 184^ | 184^ | 262^ | 180^ | 836 | 228^ | 430^ | 619^ | 516^ | 140v | 150v | 21v | 50v | 12v |
| 2 SUN. 12.00N 45 CBS SE | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.7 | 15 | 411 | 1380 | 383^ | 15v | 383^ | LT | 208^ | 208^ | 262^ | 175^ | 832 | 223^ | 409^ | 592^ | 495^ | 167v | 125v | 20v | 40v | LT |
| 12.30 - 1.00 | | | | A | 5.3 | 16 | 463 | 1432 | 325^ | 26v | 325^ | LT | 140v | 140v | 259^ | 185^ | 849 | 243^ | 471^ | 673 | 547^ | 91v | 191^ | 22v | 67v | 35v |
| CBS STORYBREAK | 6 | 160 | 160 | A | 2.9 | 9 | 253 | 1352 | 128v | 108v | 179^ | LT | 68v | 107v | 179^ | 72v | 337^ | 226^ | 265^ | 201^ | 83v | 60v | 243^ | 157^ | 593 | 371^ |
| SAT. 11.30A 30 CBS CL | | 79 | 78 | B | 3.8 | 11 | 332 | 1508 | 282 | 172 | 371 | 168 | 233 | 252 | 167 | 105 | 197 | 132 | 161 | 116 | 46 | 33 | 215 | 89 | 725 | 465 |
| FACE THE NATION | 16 | 141 | 103 | A | 3.2 | 10 | 280 | 1125 | 558 | 172^ | 597 | 47v | 132^ | 236^ | 282^ | 350^ | 528 | LT | 174^ | 264^ | 325^ | 264^ | LT | LT | LT | LT |
| SUN. 10.30A 30 CBS CC | | 87 | 77 | B | 3.0 | 10 | 262 | 1230 | 528 | 222 | 583 | 128 | 188 | 211 | 219 | 342 | 578 | 160 | 289 | 299 | 236 | 255 | 56 | 34 | LT | LT |
| FLINTSTONE KIDS 1 | 18 | 205 | 206 | A | 4.1 | 16 | 358 | 2081 | 611 | 261^ | 627 | 373^ | 441 | 300^ | 237^ | 140^ | 222^ | 81v | 139^ | 114^ | 110^ | 83v | 281^ | 69v | 951 | 634 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 4.4 | 18 | 385 | 1632 | 302 | 140 | 344 | 188 | 245 | 184 | 127 | 83 | 194 | 85 | 140 | 108 | 65 | 52 | 169 | 92 | 925 | 592 |
| FLINTSTONE KIDS 2 | 18 | 205 | 206 | A | 4.7 | 16 | 411 | 2015 | 414 | 202^ | 500 | 254^ | 339^ | 264^ | 230^ | 129^ | 244^ | 147^ | 190^ | 55v | 63v | 54v | 280^ | 111^ | 991 | 679 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 4.8 | 18 | 420 | 1706 | 286 | 129 | 336 | 183 | 242 | 193 | 129 | 73 | 215 | 99 | 160 | 106 | 78 | 53 | 173 | 89 | 982 | 639 |
| FOOFUR | 11 | 197 | 198 | A | 7.2 | 22 | 629 | 1525 | 274 | 126^ | 331 | 182^ | 226 | 205^ | 96^ | 105^ | 223^ | 133^ | 168^ | 105^ | 52v | 55v | 157^ | 101^ | 814 | 468 |
| SAT. 11.00A 30 NBC CA | | 98 | 99 | B | 6.6 | 21 | 577 | 1890 | 379 | 129 | 429 | 280 | 331 | 223 | 96 | 89 | 280 | 145 | 210 | 147 | 102 | 59 | 218 | 114 | 963 | 529 |
| GALAXY HIGH SCHOOL | 11 | 172 | 172 | A | 4.1 | 13 | 358 | 2006 | 322^ | 201^ | 341^ | 142^ | 221^ | 231^ | 141^ | 110^ | 379^ | 265^ | 327^ | 277^ | 98v | 52v | 500 | 159^ | 786 | 511 |
| SAT. 11.00A 30 CBS CA | | 81 | 81 | B | 4.8 | 15 | 420 | 1539 | 258 | 114 | 305 | 123 | 200 | 171 | 128 | 91 | 214 | 152 | 194 | 140 | 50 | 20 | 268 | 96 | 752 | 512 |
| GUMMI BEARS | 18 | 202 | 201 | A | 5.6 | 26 | 489 | 1738 | 294 | 257^ | 398 | 231^ | 264^ | 236^ | 129^ | 82^ | 193^ | 138^ | 159^ | 129^ | 55v | 34v | 120^ | 32v | 1027 | 620 |
| SAT. 8.30A 30 NBC CA | | 99 | 98 | B | 4.5 | 22 | 393 | 1627 | 290 | 127 | 341 | 182 | 234 | 155 | 115 | 84 | 223 | 130 | 176 | 120 | 75 | 39 | 136 | 48 | 927 | 584 |
| HAWAIIAN OPEN GOLF-SAT(S) | | | 165 | A | 3.6 | 9 | 315 | 1371 | 466^ | 343^ | 619^ | 38v | 276^ | 282^ | 342^ | 324^ | 732^ | 142v | 285^ | 275^ | 406^ | 372^ | LT | LT | LT | LT |
| 2 SAT. 5.18P 72 NBC SE | | | 88 | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 3.0 | 8 | 262 | 1393 | 466^ | 332^ | 611^ | 27v | 275^ | 248v | 336^ | 336^ | 734^ | 188v | 310^ | 232v | 347^ | 390^ | 48v | LT | LT | LT |
| 5.30 - 6.00 | | | | A | 3.5 | 9 | 306 | 1415 | 438^ | 422^ | 640^ | 51v | 356^ | 337^ | 380^ | 284^ | 775^ | 144v | 307^ | 302^ | 425^ | 408^ | LT | LT | LT | LT |
| 6.00 - 6.30 | | | | A | 3.9 | 9 | 341 | 1340 | 506^ | 275^ | 603^ | 29v | 206v | 248^ | 315^ | 355^ | 708^ | 133v | 267^ | 269^ | 410^ | 338^ | LT | LT | 29v | LT |
| HAWAIIAN OPEN GOLF-SUN(S) | | | 201 | A | 6.1 | 13 | 533 | 1475 | 513^ | 298^ | 590 | 149^ | 255^ | 208^ | 261^ | 314^ | 700 | 116v | 370^ | 285^ | 407^ | 330^ | 82v | 67v | 103v | 88v |
| 2 SUN. 4.30P 150 NBC SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 5.6 | 13 | 489 | 1260 | 319^ | 274^ | 460^ | 142v | 202^ | 92v | 175^ | 258^ | 695 | 132v | 382^ | 300^ | 400^ | 313^ | 27v | LT | 78v | 78v |
| 5.00 - 5.30 | | | | A | 5.7 | 13 | 498 | 1384 | 488^ | 289^ | 572 | 146^ | 237^ | 179^ | 267^ | 309^ | 688 | 105v | 362^ | 271^ | 418^ | 326^ | 28v | LT | 96v | 96v |
| 5.30 - 6.00 | | | | A | 5.8 | 12 | 507 | 1270 | 443^ | 217^ | 512^ | 102v | 176^ | 143^ | 213^ | 325^ | 644 | 70v | 291^ | 233^ | 392^ | 353^ | 31v | LT | 83v | 83v |
| 6.00 - 6.30 | | | | A | 6.2 | 12 | 542 | 1625 | 529 | 316^ | 588 | 152^ | 260^ | 245^ | 252^ | 301^ | 692 | 117v | 374^ | 283^ | 387^ | 318^ | 186^ | 186^ | 159^ | 117v |
| 6.30 - 7.00 | | | | A | 7.4 | 14 | 647 | 1696 | 693 | 363^ | 736 | 178^ | 350^ | 329^ | 355^ | 351^ | 741 | 148^ | 416^ | 311^ | 420^ | 325^ | 119^ | 119^ | 100v | 71v |
| HEALTH SHOW | 4 | 143 | 145 | A | 2.0 | 6 | 175 | 1463 | 498^ | 235^ | 555^ | 354^ | 366^ | 320^ | 81v | 189v | 588^ | 308^ | 371^ | 338^ | 201v | 97v | 148v | 148v | 172v | 98v |
| SAT. 12.30P 30 ABC N | | 74 | 75 | B | 2.0 | 6 | 175 | 1468 | 493 | 173 | 560 | 268 | 317 | 313 | 139 | 225 | 429 | 219 | 258 | 232 | 114 | 112 | 173 | 119 | 306 | 206 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-12.26PM(B) | | | 130 | A | 2.2 | 7 | 192 | 2094 | 265v | LT | 265v | LT | 67v | 67v | 67v | 198v | 402^ | 329v | 329v | 329v | LT | 73v | 244v | 68v | 1183^ | 772^ |
| 2 SAT. 12.26P 3 CBS CN | | | 64 | | | | | | | | | | | | | | | | | | | | | | | |
| IN THE NEWS-12.26PM | 12 | 138 | | A | 2.2 | 7 | 192 | 2026 | LT | LT | LT | LT | LT | LT | LT | LT | 697^ | 395^ | 645^ | 448^ | 276v | 52v | 302v | 302v | 1027^ | 516^ |
| 1 SAT. 12.26P 3 CBS CN | | 69 | | B | 3.1 | 10 | 271 | 1569 | 323 | 105 | 350 | 175 | 212 | 215 | 114 | 91 | 284 | 116 | 240 | 198 | 141 | 34 | 176 | 99 | 759 | 425 |
| IT'S PUNKY BREWSTER | 11 | 180 | 181 | A | 7.0 | 22 | 612 | 1560 | 254 | 163^ | 311 | 92^ | 181^ | 159^ | 138^ | 130^ | 207^ | 137^ | 170^ | 101^ | 33v | 37v | 145^ | 72^ | 897 | 444 |
| SAT. 11.30A 30 NBC CA | | 94 | 95 | B | 6.4 | 20 | 559 | 1838 | 362 | 148 | 402 | 228 | 288 | 217 | 114 | 103 | 264 | 139 | 196 | 133 | 83 | 62 | 222 | 111 | 950 | 505 |
| KIDD VIDEO | 16 | 144 | 135 | A | 4.4 | 14 | 385 | 1574 | 221^ | 149^ | 307^ | 120^ | 203^ | 203^ | 112^ | 104^ | 206^ | 180^ | 206^ | 127^ | 26v | LT | 123^ | 57v | 938 | 609 |
| SAT. 12.30P 30 NBC CA | | 78 | 76 | B | 3.3 | 10 | 288 | 1554 | 330 | 149 | 397 | 184 | 279 | 195 | 130 | 111 | 239 | 147 | 192 | 146 | 86 | 47 | 182 | 115 | 736 | 424 |
| KISSYFUR | 18 | 202 | 201 | A | 4.2 | 25 | 367 | 1665 | 250^ | 171^ | 348^ | 188^ | 202^ | 240^ | 120^ | 108^ | 202^ | 177^ | 202^ | 155^ | 25v | LT | 77v | 27v | 1038 | 632 |
| SAT. 8.00A 30 NBC CA | | 99 | 98 | B | 3.4 | 22 | 297 | 1655 | 268 | 64 | 330 | 186 | 219 | 141 | 101 | 94 | 255 | 131 | 197 | 148 | 97 | 47 | 129 | 48 | 941 | 605 |
| LAZER TAG ACADEMY | 16 | 169 | 165 | A | 6.1 | 19 | 533 | 1508 | 238^ | 109^ | 309 | 142^ | 197^ | 146^ | 114^ | 112^ | 252^ | 157^ | 178^ | 123^ | 21v | 74^ | 148^ | 70^ | 799 | 467 |
| SAT. 12.00N 30 NBC CA | | 87 | 88 | B | 4.8 | 16 | 420 | 1659 | 348 | 146 | 388 | 210 | 280 | 216 | 107 | 98 | 252 | 156 | 200 | 142 | 74 | 52 | 245 | 102 | 774 | 428 |
| MEET THE PRESS | 17 | 160 | 150 | A | 2.7 | 8 | 236 | 1525 | 660 | 241^ | 767 | 238^ | 309^ | 224^ | 207^ | 436^ | 505^ | 93v | 224^ | 219^ | 250^ | 260^ | 80v | 80v | 173^ | 118v |
| SUN. 12.30P 30 NBC CC | | 91 | 91 | B | 2.7 | 8 | 236 | 1293 | 526 | 170 | 569 | 147 | 203 | 236 | 200 | 300 | 587 | 136 | 277 | 285 | 279 | 265 | 47 | LT | 90 | 59 |
| MUPPET BABIES | 18 | 205 | 205 | A | 4.9 | 18 | 428 | 1589 | 185^ | 52v | 194^ | 86^ | 142^ | 142^ | 73v | 52v | 180^ | 54v | 164^ | 130^ | 116^ | 16v | 116^ | 40v | 1099 | 619 |
| SAT. 9.00A 60 CBS CA | | 98 | 98 | B | 4.7 | 19 | 411 | 1793 | 279 | 128 | 339 | 170 | 242 | 190 | 111 | 88 | 195 | 81 | 140 | 116 | 82 | 52 | 151 | 58 | 1108 | 625 |
| 9.00 - 9.30 | | | | A | 4.6 | 18 | 402 | 1470 | 146^ | LT | 149^ | 91^ | 105^ | 105^ | 33v | 44v | 167^ | 64v | 150^ | 100^ | 86v | 17v | 87v | 15v | 1067 | 630 |
| 9.30 - 10.00 | | | | A | 5.2 | 18 | 454 | 1681 | 215^ | 93^ | 230^ | 82^ | 175^ | 175^ | 106^ | 55v | 190^ | 40v | 177^ | 162^ | 150^ | 13v | 142^ | 61v | 1119 | 605 |
| NBA ALLSTAR PRE-GAME(S) | | | 208 | A | 6.7 | 18 | 586 | 1461 | 405^ | 50v | 447^ | 149^ | 230^ | 200^ | 156^ | 217^ | 803 | 292^ | 558 | 561 | 412^ | 190^ | 84v | 17v | 127^ | 97v |
| 2 SUN. 3.00P 15 CBS SC | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| NBA ALLSTAR GAME(S) | | | 208 | A | 10.3 | 24 | 900 | 1480 | 446 | 88^ | 493 | 169^ | 293^ | 269^ | 204^ | 184^ | 762 | 219^ | 481 | 509 | 412 | 222^ | 117^ | 14v | 108^ | 84^ |
| 2 SUN. 3.15P 188 CBS SE | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 8.2 | 22 | 717 | 1517 | 413 | 79v | 473 | 188^ | 314^ | 269^ | 191^ | 159^ | 807 | 248^ | 556 | 567 | 445 | 192^ | 109^ | 22v | 128^ | 98v |
| 3.30 - 4.00 | | | | A | 9.1 | 23 | 795 | 1448 | 392 | 35v | 447 | 150^ | 260^ | 217^ | 180^ | 187^ | 791 | 219^ | 519 | 564 | 456 | 206^ | 89v | 24v | 121^ | 97^ |
| 4.00 - 4.30 | | | | A | 9.6 | 24 | 839 | 1404 | 337 | 30v | 387 | 112^ | 201^ | 170^ | 129^ | 178^ | 784 | 225^ | 500 | 528 | 403 | 225^ | 85v | 19v | 148^ | 113^ |
| 4.30 - 5.00 | | | | A | 9.6 | 23 | 839 | 1505 | 456 | 118^ | 509 | 199^ | 333 | 310^ | 190^ | 159^ | 753 | 214^ | 488 | 518 | 426 | 199^ | 143^ | LT | 100^ | 100^ |
| 5.00 - 5.30 | | | | A | 10.5 | 24 | 918 | 1424 | 446 | 59v | 492 | 171^ | 297^ | 275^ | 198^ | 184^ | 760 | 221^ | 463 | 487 | 400 | 240^ | 108^ | LT | 64v | 64v |
| 5.30 - 6.00 | | | | A | 11.6 | 25 | 1014 | 1454 | 464 | 66v | 494 | 177^ | 301 | 275 | 201^ | 180^ | 746 | 236^ | 460 | 481 | 369 | 237^ | 140^ | 5v | 74^ | 74^ |
| 6.00 - 6.30 | | | | A | 12.9 | 25 | 1127 | 1666 | 599 | 228^ | 635 | 193^ | 361 | 372 | 330 | 222^ | 738 | 191^ | 443 | 476 | 414 | 230^ | 152^ | 44v | 141^ | 59v |
| NBA ON CBS | 3 | 196 | | A | 4.5 | 12 | 393 | 1863 | 468^ | 199^ | 493^ | 65v | 108v | 214^ | 257^ | 259^ | 969 | 375^ | 604^ | 472^ | 432^ | 335^ | 135v | 68v | 266^ | 266^ |
| 1 SUN. 1.00P 154 CBS SE | | 98 | | B | 6.6 | 17 | 577 | 1691 | 497 | 246 | 571 | 184 | 375 | 383 | 299 | 144 | 836 | 335 | 572 | 504 | 389 | 220 | 158 | 55 | 126 | 111 |
| 1.00 - 1.30 | | | | A | 3.5 | 11 | 306 | 1654 | 494^ | 82v | 494^ | LT | 39v | 170v | 267^ | 324^ | 888^ | 218v | 539^ | 569^ | 530^ | 319^ | 163v | 39v | 109v | 109v |
| 1.30 - 2.00 | | | | A | 4.3 | 12 | 376 | 1670 | 366^ | 82v | 366^ | LT | 37v | 162v | 202^ | 204^ | 956 | 346^ | 610^ | 476^ | 439^ | 346^ | 197^ | 77v | 151v | 151v |
| 2.00 - 2.30 | | | | A | 4.3 | 12 | 376 | 1949 | 462^ | 244^ | 462^ | 111v | 160v | 265^ | 195^ | 197^ | 1006 | 460^ | 657^ | 472^ | 392^ | 310^ | 193^ | 98v | 288^ | 288^ |
| 2.30 - 3.00 | | | | A | 4.5 | 12 | 393 | 1921 | 440^ | 196^ | 463^ | 31v | 75v | 194^ | 271^ | 269^ | 1016 | 426^ | 588^ | 374^ | 417^ | 400^ | 116v | 83v | 326^ | 326^ |
| 3.00 - 3.30 | | | | A | 5.7 | 15 | 498 | 2014 | 550^ | 334^ | 624 | 139v | 187^ | 264^ | 330^ | 284^ | 991 | 403^ | 631 | 492^ | 417^ | 316^ | 47v | 47v | 352^ | 352^ |
| NBC COLLEGE BSKBL SAT | 5 | 168 | 179 | A | 3.4 | 10 | 297 | 1017 | 192^ | 64v | 259^ | 34v | 88v | 80v | 77v | 162^ | 539 | 92v | 370^ | 374^ | 332^ | 141^ | 138^ | 64v | 81v | 64v |
| 1 SAT. 1.00P 127 NBC SE | | 89 | 93 | B | 3.5 | 10 | 306 | 1013 | 250 | 84 | 307 | 81 | 141 | 159 | 110 | 136 | 552 | 118 | 345 | 351 | 338 | 183 | 78 | 33 | 76 | 54 |
| 2 SAT. 1.00P 121 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.5 | 11 | 306 | 1039 | 153^ | 82v | 215^ | LT | 62v | 81v | 81v | 134^ | 527 | 49v | 334^ | 357^ | 344^ | 170^ | 209^ | 144^ | 88v | 36v |
| 1.30 - 2.00 | | | | A | 3.3 | 10 | 288 | 944 | 170^ | 108v | 271^ | LT | 101v | 122v | 122v | 149^ | 511 | 77v | 323^ | 354^ | 277^ | 157^ | 138^ | 90v | 24v | LT |
| 2.00 - 2.30 | | | | A | 3.3 | 10 | 288 | 969 | 181^ | 28v | 253^ | 52v | 69v | 35v | 42v | 184^ | 552 | 97v | 381^ | 381^ | 326^ | 140^ | 88v | LT | 76v | 76v |
| 2.30 - 3.00 | | | | A | 3.6 | 10 | 315 | 1076 | 258^ | 45v | 299^ | 76v | 95v | 73v | 54v | 194^ | 527 | 102v | 394^ | 381^ | 368^ | 111v | 104v | LT | 146^ | 146^ |
| 3.00 - 3.30 | | | | A | 3.0 | 8 | 262 | 1382 | 312^ | LT | 312^ | LT | 275^ | 275^ | 312^ | 37v | 783^ | 444^ | 741^ | 455^ | 320^ | 42v | 287^ | 287^ | LT | LT |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC COLLEGE BSKBL 2 SAT | 3 | 168 | 182 | A | 2.9 | 8 | 253 | 1107 | 340^ | 212^ | 351^ | LT | 166^ | 193^ | 276^ | 142v | 475^ | 103v | 273^ | 233^ | 249^ | 190^ | 139v | 28v | 142v | 142v |
| 1 SAT. 3.07P 120 NBC SE | | 91 | 92 | B | 3.2 | 9 | 280 | 1063 | 388 | 202 | 410 | 56 | 231 | 255 | 294 | 136 | 471 | 82 | 206 | 212 | 259 | 214 | 92 | LT | 90 | 90 |
| 2 SAT. 3.00P 138 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 2.7 | 8 | 236 | 1233 | 305^ | 161^ | 310^ | LT | 150v | 150v | 225^ | 160^ | 335^ | 106v | 309^ | 255^ | 229^ | LT | 279^ | 84v | 309^ | 309^ |
| 3.30 - 4.00 | | | | A | 2.7 | 8 | 236 | 1051 | 288^ | 148v | 288^ | LT | 119v | 119v | 199^ | 169^ | 343^ | 118v | 284^ | 208^ | 187^ | 38v | 238^ | 59v | 182^ | 182^ |
| 4.00 - 4.30 | | | | A | 2.6 | 7 | 227 | 1106 | 343^ | 207^ | 343^ | LT | 185^ | 277^ | 343^ | 66v | 582^ | 62v | 282^ | 282^ | 361^ | 300^ | 115v | LT | 66v | 66v |
| 4.30 - 5.00 | | | | A | 3.0 | 8 | 262 | 1092 | 371^ | 306^ | 397^ | 27v | 195^ | 248^ | 370^ | 122v | 588 | 107v | 259^ | 221^ | 244^ | 329^ | 27v | LT | 80v | 80v |
| 5.00 - 5.30 | | | | A | 3.5 | 9 | 306 | 1441 | 528 | 294^ | 568 | 65v | 241^ | 229^ | 300^ | 274^ | 732 | 209^ | 343^ | 294^ | 307^ | 369^ | 49v | LT | 92v | 92v |
| NBC COLLEGE BSKBL SUN | 4 | 184 | 194 | A | 4.2 | 12 | 367 | 1411 | 457 | 207^ | 470 | 147^ | 215^ | 203^ | 171^ | 234^ | 800 | 231^ | 533 | 486 | 443 | 246^ | 78v | LT | 63v | 57v |
| 1 SUN. 1.00P 123 NBC SE | | 94 | 96 | B | 4.1 | 11 | 358 | 1509 | 442 | 269 | 567 | 229 | 305 | 246 | 201 | 215 | 769 | 204 | 483 | 461 | 433 | 237 | 97 | LT | 76 | 58 |
| 2 SUN. 1.00P 140 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.2 | 10 | 280 | 1436 | 500^ | 225^ | 539 | 210^ | 243^ | 204^ | 132^ | 271^ | 728 | 161^ | 468^ | 461^ | 406^ | 250^ | 86v | LT | 83v | 83v |
| 1.30 - 2.00 | | | | A | 4.0 | 12 | 350 | 1563 | 559 | 280^ | 591 | 212^ | 277^ | 239^ | 204^ | 289^ | 815 | 232^ | 539 | 456 | 453 | 265^ | 72v | LT | 85v | 85v |
| 2.00 - 2.30 | | | | A | 4.2 | 12 | 367 | 1477 | 508 | 232^ | 512 | 123^ | 219^ | 232^ | 234^ | 264^ | 826 | 256^ | 529 | 477 | 431 | 273^ | 82v | LT | 57v | 41v |
| 2.30 - 3.00 | | | | A | 4.8 | 13 | 420 | 1355 | 372 | 172^ | 372 | 98^ | 177^ | 156^ | 130^ | 195^ | 855 | 286^ | 588 | 543 | 456 | 217^ | 69v | LT | 59v | 59v |
| 3.00 - 3.30 | | | | A | 5.8 | 15 | 507 | 1152 | 314^ | 125v | 314^ | 93v | 156^ | 203^ | 144^ | 111v | 728 | 148^ | 508^ | 508^ | 503^ | 220^ | 110v | LT | LT | LT |
| NCAA BSKBL SPCL(S) | | | 200 | A | 4.8 | 14 | 420 | 1305 | 321^ | 50v | 340^ | 98v | 147v | 140v | 137v | 186^ | 779 | 311^ | 601^ | 637^ | 397^ | 75v | 83v | LT | 103v | 65v |
| 2 SUN. 12.45P 135 CBS SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 4.1 | 13 | 358 | 1318 | 347^ | 28v | 347^ | LT | 140v | 140v | 307^ | 207^ | 743^ | 217^ | 554^ | 716^ | 499^ | 27v | 186v | 16v | 42v | LT |
| 1.00 - 1.30 | | | | A | 4.6 | 14 | 402 | 1182 | 275^ | 70v | 294^ | 95v | 125v | 125v | 99v | 169v | 771 | 244^ | 570^ | 637^ | 457^ | 70v | 62v | LT | 55v | 55v |
| 1.30 - 2.00 | | | | A | 4.9 | 14 | 428 | 1250 | 266^ | 19v | 282^ | 93v | 117v | 101v | 89v | 165v | 745 | 329^ | 603^ | 637^ | 368^ | 48v | 73v | LT | 150v | 93v |
| 2.00 - 2.30 | | | | A | 5.1 | 15 | 446 | 1388 | 386^ | 63v | 411^ | 128v | 197^ | 190^ | 162^ | 196^ | 774 | 332^ | 626 | 608^ | 364^ | 78v | 86v | 13v | 117v | 68v |
| 2.30 - 3.00 | | | | A | 4.8 | 13 | 420 | 1421 | 366^ | 62v | 387^ | 122v | 155v | 151v | 132v | 215^ | 859 | 381^ | 638^ | 652^ | 373^ | 126v | 60v | LT | 115v | 66v |
| ONE TO GROW ON-8:58AM | 18 | 201 | 200 | A | 5.6 | 25 | 489 | 1691 | 304 | 271^ | 416 | 242^ | 271^ | 222^ | 130^ | 98^ | 220^ | 136^ | 159^ | 125^ | 84^ | 61v | 110^ | 36v | 945 | 590 |
| SAT. 8.58A 2 NBC CN | | 98 | 97 | B | 4.8 | 23 | 420 | 1586 | 293 | 128 | 349 | 183 | 241 | 151 | 123 | 85 | 210 | 124 | 167 | 113 | 70 | 37 | 135 | 51 | 892 | 548 |
| ONE TO GROW ON-10:28AM | 18 | 206 | 205 | A | 8.0 | 26 | 699 | 1588 | 377 | 128^ | 421 | 195^ | 237 | 281 | 162^ | 124^ | 230 | 123^ | 189^ | 103^ | 107^ | 41v | 170^ | 129^ | 767 | 482 |
| SAT. 10.28A 2 NBC CN | | 99 | 99 | B | 6.7 | 23 | 586 | 1685 | 371 | 162 | 430 | 253 | 313 | 219 | 118 | 97 | 256 | 146 | 194 | 117 | 90 | 52 | 174 | 95 | 825 | 441 |
| ONE TO GROW ON-11:58AM | 16 | 180 | 181 | A | 6.6 | 20 | 577 | 1601 | 264 | 160^ | 325 | 93^ | 178^ | 154^ | 139^ | 147^ | 218^ | 140^ | 172^ | 92^ | 32v | 46v | 149^ | 85^ | 909 | 473 |
| SAT. 11.58A 2 NBC CN | | 94 | 95 | B | 5.8 | 19 | 507 | 1762 | 365 | 170 | 400 | 217 | 280 | 218 | 135 | 99 | 233 | 111 | 162 | 109 | 87 | 67 | 217 | 122 | 912 | 519 |
| PEE WEE'S PLAYHOUSE | 14 | 207 | 208 | A | 5.9 | 19 | 516 | 1746 | 288 | 216^ | 395 | 260^ | 325 | 224^ | 81^ | 70v | 272^ | 154^ | 260^ | 244^ | 118^ | 12v | 166^ | 86^ | 913 | 534 |
| SAT. 10.00A 30 CBS CL | | 99 | 99 | B | 5.6 | 19 | 489 | 1802 | 317 | 147 | 376 | 223 | 279 | 201 | 98 | 91 | 229 | 111 | 184 | 164 | 89 | 42 | 178 | 89 | 1019 | 609 |
| POUND PUPPIES | 17 | 204 | 206 | A | 4.7 | 15 | 411 | 1822 | 358 | 165^ | 409 | 269^ | 313^ | 279^ | 73v | 85v | 281^ | 140^ | 193^ | 91^ | 104^ | 88v | 158^ | 52v | 974 | 593 |
| SAT. 10.30A 30 ABC CA | | 97 | 97 | B | 4.5 | 15 | 393 | 1851 | 356 | 144 | 401 | 266 | 320 | 241 | 108 | 72 | 194 | 92 | 135 | 108 | 76 | 53 | 166 | 86 | 1090 | 668 |
| PRO BOWLERS TOUR | 5 | 166 | 170 | A | 6.0 | 17 | 524 | 1506 | 635 | 180^ | 759 | 166^ | 292 | 333 | 283 | 381 | 607 | 205^ | 341 | 343 | 222^ | 215^ | 86^ | 53v | 54v | 34v |
| 1 SAT. 3.00P 93 ABC SE | | 90 | 90 | B | 5.8 | 15 | 507 | 1407 | 601 | 181 | 678 | 150 | 273 | 312 | 290 | 342 | 609 | 173 | 355 | 362 | 276 | 219 | 57 | 26 | 63 | 36 |
| 2 SAT. 3.00P 90 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 5.4 | 16 | 472 | 1511 | 654 | 154^ | 779 | 190^ | 297^ | 375 | 299^ | 347 | 614 | 231^ | 357 | 320 | 201^ | 215^ | 72v | 40v | 46v | 33v |
| 3.30 - 4.00 | | | | A | 6.1 | 17 | 533 | 1475 | 636 | 209^ | 779 | 187^ | 338 | 320 | 270 | 388 | 607 | 206^ | 351 | 360 | 220^ | 212^ | 64v | 45v | 25v | 25v |
| 4.00 - 4.30 | | | | A | 6.5 | 17 | 568 | 1532 | 622 | 180^ | 729 | 132^ | 254 | 314 | 283 | 398 | 603 | 180^ | 321 | 352 | 244^ | 216^ | 113^ | 74^ | 87^ | 49v |
| REAL GHOSTBUSTERS | 18 | 202 | 203 | A | 5.3 | 17 | 463 | 1734 | 275^ | 175^ | 394 | 198^ | 267^ | 239^ | 144^ | 108^ | 266^ | 155^ | 217^ | 85^ | 62v | 49v | 227^ | 16v | 847 | 534 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 5.2 | 18 | 454 | 1714 | 285 | 122 | 344 | 188 | 245 | 187 | 130 | 79 | 210 | 99 | 154 | 120 | 74 | 51 | 226 | 90 | 934 | 591 |
| ROCK N WRESTLING-1(B) | | | 130 | A | 2.0 | 6 | 175 | 2126 | 161v | LT | 161v | LT | 64v | 64v | 64v | 97v | 457^ | 423^ | 423^ | 385v | LT | 34v | 405v | 56v | 1103^ | 788^ |
| 2 SAT. 12.00N 30 CBS CA | | | 64 | | | | | | | | | | | | | | | | | | | | | | | |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ROCK N WRESTLING-1 | 12 | 138 | | A | 2.5 | 8 | 219 | 1840 | 55v | LT | 55v | 55v | 55v | 55v | LT | LT | 611^ | 291v | 543^ | 392^ | 289v | 68v | 269v | 269v | 905^ | 471^ |
| 1 SAT. 12.00N 30 CBS CA | | 69 | | B | 3.1 | 10 | 271 | 1548 | 329 | 114 | 353 | 176 | 220 | 220 | 117 | 91 | 259 | 106 | 212 | 170 | 127 | 39 | 209 | 129 | 727 | 413 |
| ROCK N WRESTLING-2 | 15 | 135 | 133 | A | 3.1 | 10 | 271 | 1782 | 273^ | 111v | 273^ | 59v | 114v | 166^ | 128v | 107v | 446^ | 321^ | 414^ | 303^ | 107v | 32v | 317^ | 125v | 746 | 402^ |
| SAT. 12.30P 30 CBS CA | | 68 | 68 | B | 3.2 | 10 | 280 | 1733 | 329 | 138 | 404 | 232 | 291 | 217 | 118 | 90 | 315 | 161 | 260 | 195 | 123 | 47 | 212 | 82 | 802 | 438 |
| SMURFS I | 18 | 206 | 205 | A | 6.5 | 26 | 568 | 1759 | 262 | 189^ | 299 | 149^ | 192^ | 144^ | 118^ | 65^ | 311 | 142^ | 246^ | 202^ | 169^ | 65^ | 129^ | 92^ | 1020 | 603 |
| SAT. 9.00A 30 NBC CA | | 99 | 99 | B | 5.4 | 23 | 472 | 1732 | 323 | 134 | 369 | 203 | 255 | 176 | 123 | 92 | 250 | 139 | 201 | 163 | 97 | 38 | 161 | 66 | 952 | 561 |
| SMURFS II | 18 | 206 | 206 | A | 7.5 | 26 | 656 | 1992 | 379 | 210^ | 422 | 245 | 293 | 251 | 144^ | 79^ | 373 | 215^ | 301 | 217 | 158^ | 72^ | 176^ | 98^ | 1021 | 641 |
| SAT. 9.30A 30 NBC CA | | 99 | 99 | B | 6.2 | 24 | 542 | 1762 | 346 | 130 | 397 | 231 | 279 | 209 | 118 | 94 | 281 | 155 | 222 | 176 | 107 | 51 | 196 | 92 | 888 | 518 |
| SMURFS III | 18 | 206 | 206 | A | 8.1 | 26 | 708 | 1695 | 408 | 173^ | 454 | 233 | 274 | 274 | 163^ | 121^ | 231 | 112^ | 187^ | 112^ | 119^ | 44v | 180^ | 123^ | 830 | 532 |
| SAT. 10.00A 30 NBC CA | | 99 | 99 | B | 6.9 | 24 | 603 | 1694 | 363 | 165 | 422 | 251 | 312 | 217 | 115 | 90 | 256 | 146 | 195 | 121 | 89 | 54 | 185 | 92 | 831 | 453 |
| SPORTSWORLD | 4 | 173 | 178 | A | 4.9 | 12 | 428 | 1393 | 436 | 215^ | 488 | 180^ | 280^ | 236^ | 226^ | 208^ | 745 | 208^ | 446 | 472 | 437 | 255^ | 78v | LT | 82v | 64v |
| 1 SUN. 3.03P 87 NBC SA | | 91 | 93 | B | 6.0 | 14 | 524 | 1588 | 575 | 274 | 698 | 234 | 363 | 329 | 325 | 275 | 684 | 187 | 419 | 400 | 385 | 222 | 79 | 27 | 127 | 95 |
| 2 SUN. 3.20P 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 4.2 | 11 | 367 | 1128 | 422 | 136^ | 425 | 166^ | 234^ | 234^ | 131^ | 191^ | 583 | 63v | 264^ | 362^ | 417 | 221^ | 57v | LT | 63v | 55v |
| 3.30 - 4.00 | | | | A | 5.0 | 13 | 437 | 1510 | 494 | 222^ | 556 | 260^ | 349 | 293^ | 181^ | 207^ | 835 | 315^ | 506 | 554 | 396 | 265^ | 82v | LT | 37v | 37v |
| 4.00 - 4.30 | | | | A | 5.3 | 13 | 463 | 1406 | 394 | 247^ | 456 | 107^ | 242^ | 188^ | 325 | 214^ | 745 | 181^ | 486 | 451 | 489 | 259^ | 75v | LT | 130^ | 91^ |
| SUNDAY MORNING | 17 | 182 | 176 | A | 5.1 | 20 | 446 | 1406 | 703 | 235^ | 706 | 186^ | 277^ | 287^ | 249^ | 395 | 555 | 116^ | 246^ | 310^ | 307^ | 226^ | 19v | LT | 126^ | 105^ |
| SUN. 9.00A 90 CBS N | | 96 | 95 | B | 4.5 | 18 | 393 | 1361 | 617 | 238 | 699 | 121 | 249 | 303 | 310 | 385 | 544 | 129 | 275 | 315 | 298 | 202 | 35 | 17 | 83 | 46 |
| 9.00 - 9.30 | | | | A | 4.7 | 20 | 411 | 1302 | 645 | 192^ | 648 | 129^ | 197^ | 190^ | 205^ | 434 | 504 | 81v | 173^ | 224^ | 267^ | 280^ | 28v | LT | 122^ | 88v |
| 9.30 - 10.00 | | | | A | 5.4 | 21 | 472 | 1549 | 797 | 356 | 797 | 284^ | 402 | 417 | 273^ | 367 | 544 | 106^ | 237^ | 299^ | 320 | 214^ | 21v | LT | 187^ | 159^ |
| 10.00 - 10.30 | | | | A | 5.2 | 19 | 454 | 1341 | 664 | 141^ | 664 | 135^ | 222^ | 242^ | 265^ | 389 | 616 | 155^ | 318 | 401 | 337 | 192^ | LT | LT | 61v | 61v |
| TEEN WOLF | 18 | 204 | 205 | A | 5.7 | 18 | 498 | 1801 | 208^ | 112^ | 279^ | 83^ | 162^ | 146^ | 122^ | 110^ | 342 | 171^ | 317 | 258^ | 171^ | 25v | 300 | 143^ | 880 | 608 |
| SAT. 10.30A 30 CBS CA | | 99 | 99 | B | 5.6 | 19 | 489 | 1793 | 295 | 159 | 382 | 183 | 251 | 176 | 143 | 106 | 228 | 141 | 199 | 136 | 70 | 29 | 300 | 135 | 883 | 534 |
| THIS WEEK-DAVID BRINKLEY | 15 | 176 | 188 | A | 4.0 | 13 | 350 | 1117 | 462 | 74v | 471 | 57v | 66v | 68v | 126^ | 380^ | 626 | 126^ | 251^ | 275^ | 277^ | 351^ | LT | LT | 17v | LT |
| SUN. 11.30A 60 ABC N | | 94 | 97 | B | 4.2 | 13 | 367 | 1183 | 529 | 146 | 560 | 86 | 115 | 143 | 172 | 401 | 597 | 96 | 213 | 244 | 265 | 336 | LT | LT | 24 | LT |
| 11.30 - 12.00 | | | | A | 4.0 | 13 | 350 | 1071 | 440 | 60v | 460 | 74v | 74v | 72v | 103v | 360^ | 579 | 91v | 192^ | 223^ | 263^ | 356^ | LT | LT | 32v | LT |
| 12.00 - 12.30 | | | | A | 4.0 | 13 | 350 | 1149 | 480 | 86v | 480 | 44v | 58v | 67v | 146^ | 396^ | 664 | 158^ | 309^ | 321^ | 288^ | 343^ | LT | LT | LT | LT |
| WILDFIRE | 18 | 199 | 198 | A | 3.3 | 15 | 288 | 1330 | 198^ | 38v | 198^ | 118v | 174^ | 174^ | 80v | 24v | 84v | LT | 35v | 24v | 73v | 49v | 107v | 90v | 941 | 643 |
| SAT. 8.30A 30 CBS CA | | 97 | 97 | B | 3.1 | 15 | 271 | 1620 | 299 | 79 | 341 | 169 | 229 | 222 | 112 | 99 | 174 | 69 | 117 | 87 | 71 | 57 | 111 | 52 | 994 | 578 |
| WUZZLES | 17 | 200 | 201 | A | 2.2 | 13 | 192 | 1698 | 412^ | 151v | 418^ | 338^ | 376^ | 230^ | 63v | 42v | 270^ | 83v | 222^ | 191^ | 156v | 48v | 46v | 46v | 964 | 516^ |
| SAT. 8.00A 30 ABC CA | | 98 | 98 | B | 2.3 | 15 | 201 | 1545 | 348 | 179 | 383 | 209 | 273 | 225 | 119 | 99 | 233 | 105 | 154 | 126 | 68 | 79 | 61 | 36 | 868 | 514 |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 34,520<br>39.5 | | | | | | | | | | | |
| | Program | | | | | | AMERICAN MUSIC AWARDS (SD) → | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 19,400<br>22.2 | 19.8* | | 23.3* | | 23.5* | | 22.9* | | 22.7* | | 21.2* |
| | SHARE OF AUDIENCE | % | | | | | 32 | 27 * | | 32 * | | 32 * | | 32 * | | 34 * | | 34 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 19.2 | 20.5 | 23.3 | 23.3 | 23.9 | 23.1 | 22.9 | 23.0 | 23.0 | 22.5 | 21.1 | 21.2 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 20,800<br>23.8 | | 18,620<br>21.3 | | 19,490<br>22.3 | | 16,960<br>19.4 | | 16,780<br>19.2 | | | |
| | Program | | | | | | KATE & ALLIE | | MY SISTER SAM (SD) | | NEWHART | | CAVANAUGHS (SD) | | CAGNEY & LACEY → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 17,830<br>20.4 | | 16,170<br>18.5 | | 17,040<br>19.5 | | 14,950<br>17.1 | | 13,550<br>15.5 | 15.6* | | 15.5* |
| | SHARE OF AUDIENCE | % | | | | | 28 | | 25 | | 27 | | 24 | | 24 | 23 * | | 25 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 19.6 | 21.3 | 18.3 | 18.7 | 19.3 | 19.6 | 17.3 | 17.0 | 15.8 | 15.4 | 15.4 | 15.5 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 23,070<br>26.4 | | | | | | | | | | | |
| | Program | | | | | | NBC MONDAY NIGHT MOVIES THE ALAMO:13 DAYS TO GLORY (SD) → | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 13,720<br>15.7 | 15.9* | | 15.9* | | 15.8* | | 16.0* | | 15.8* | | 14.9* |
| | SHARE OF AUDIENCE | % | | | | | 22 | 22 * | | 22 * | | 22 * | | 23 * | | 24 * | | 24 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 16.4 | 15.4 | 15.7 | 16.1 | 16.0 | 15.6 | 16.1 | 15.9 | 16.0 | 15.5 | 15.8 | 14.0 |

## WEEK 2

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 16,520<br>18.9 | | | | 17,570<br>20.1 | | | | | | | |
| | Program | | | | | | MACGYVER (SD) → | | | | ABC MONDAY NIGHT MOVIE TONIGHT'S THE NIGHT (SD) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 12,940<br>14.8 | 13.9* | | 15.7* | 10,400<br>11.9 | 12.1* | | 12.1* | | 11.8* | | 11.5* |
| | SHARE OF AUDIENCE | % | | | | | 22 | 21 * | | 24 * | 19 | 18 * | | 18 * | | 19 * | | 19 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 13.8 | 14.0 | 15.7 | 15.6 | 12.2 | 12.0 | 12.1 | 12.1 | 12.1 | 11.5 | 11.6 | 11.4 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 18,350<br>21.0 | | 17,040<br>19.5 | | 19,580<br>22.4 | | 16,870<br>19.3 | | 17,040<br>19.5 | | | |
| | Program | | | | | | KATE & ALLIE | | MY SISTER SAM (SUS-SD) | | NEWHART | | CAVANAUGHS (SD) | | CAGNEY & LACEY → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 15,990<br>18.3 | | 15,380<br>17.6 | | 17,480<br>20.0 | | 15,210<br>17.4 | | 14,160<br>16.2 | 16.4* | | 15.9* |
| | SHARE OF AUDIENCE | % | | | | | 28 | | 27 | | 30 | | 26 | | 26 | 26 * | | 27 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 17.9 | 18.6 | 17.4 | 17.9 | 19.6 | 20.4 | 16.8 | 17.9 | 16.6 | 16.2 | 16.0 | 15.8 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | 15,300<br>17.5 | | 11,800<br>13.5 | | 22,290<br>25.5 | | | | | | | |
| | Program | | | | | | ALF | | AMAZING STORIES (SUS-SD) | | NBC MONDAY NIGHT MOVIES CONVICTED: A MOTHER'S STORY (SUS-SD) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | 13,200<br>15.1 | | 10,750<br>12.3 | | 15,210<br>17.4 | 15.5* | | 17.9* | | 18.4* | | 17.8* |
| | SHARE OF AUDIENCE | % | | | | | 23 | | 19 | | 27 | 23 * | | 27 * | | 29 * | | 30 * |
| | AVG. AUD. BY ¼ HR. | % | | | | | 14.8 | 15.3 | 12.1 | 12.5 | 14.9 | 16.0 | 17.6 | 18.1 | 18.4 | 18.5 | 18.2 | 17.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 65.6 | 67.3 | 67.6 | 69.7 | 71.8 | 73.0 | 73.1 | 74.3 | 73.5 | 72.9 | 71.5 | 70.3 | 67.8 | 65.8 | 63.4 | 60.8 |
| | WK. 2 | 59.8 | 61.4 | 62.5 | 64.0 | 65.1 | 66.9 | 66.1 | 66.6 | 66.5 | 67.0 | 66.2 | 66.1 | 64.0 | 62.7 | 60.7 | 58.2 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.TUE. JAN.27, 1987

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,900<br>26.2 | | 23,770<br>27.2 | | | | | | | 16,260<br>18.6 | | |
| | Program | | | | | WHO'S THE BOSS? | | GROWING PAINS (SD) | | REAGAN'S STATE-UNION (SUS) | | | | DEMOCRATIC RESPONSE-ABC (9:45-10:16PM) (SUS)(→OP) | JACK & MIKE (10:16-11:16PM) (R)(OP)(→OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 20,280<br>23.2 | | 22,200<br>25.4 | | | | | | | 10,840<br>12.4 | | 12.3* |
| | SHARE OF AUDIENCE % | | | | | 34 | | 37 | | | | | | | 22 | | 22 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 21.6 | 24.8 | 25.3 | 25.6 | | | | | | 12.5 | 12.1 | 12.6 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 11,540<br>13.2 | | | | | | | | 10,490<br>12.0 | | | |
| | Program | | | | | WIZARD (SD) | | | | STATE OF THE UNION-CBS (9:00-9:40PM) (SUS)(SUS-SD)(→OP) | | | | DEMOCRATIC RESPONSE-CBS (9:47-10:14PM) (SUS)(OP)(→OP) | STATE-UNION SUMMARY (10:14-11:00PM) (OP) | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,650<br>9.9 | 9.8* | | 10.1* | | | | | 7,170<br>8.2 | 8.1* | | 8.2* |
| | SHARE OF AUDIENCE % | | | | | 15 | 14 * | | 15 * | | | | | 14 | 13 * | | 14 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 9.7 | 9.8 | 10.3 | 10.0 | | | | | 8.1 | 8.1 | 8.0 | 8.5 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,830<br>20.4 | | | | | | | | | 10,930<br>12.5 | | |
| | Program | | | | | MATLOCK (R)(SD) | | | | STATE-UNION ADDRESS (9:00-9:40PM) (SUS)(S)(SD)(→OP) | | | | DEMOCRATIC RESPONSE-NBC (9:47-10:15PM) (SUS)(OP) | ANALYSIS STATE UNION ADDR | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,330<br>16.4 | 16.2* | | 16.5* | | | | | | 7,950<br>9.1 | | 8.9* |
| | SHARE OF AUDIENCE % | | | | | 24 | 24 * | | 24 * | | | | | | 16 | | 16 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.4 | 16.0 | 16.5 | 16.5 | | | | | | 9.5 | 9.0 | 8.7 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,290<br>25.5 | | 21,500<br>24.6 | | 25,780<br>29.5 | | | | 15,990<br>18.3 | | | |
| | Program | | | | | WHO'S THE BOSS? | | GROWING PAINS | | MOONLIGHTING (SD) | | | | JACK & MIKE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 19,400<br>22.2 | | 20,100<br>23.0 | | 20,710<br>23.7 | 23.6* | | 23.8* | 12,150<br>13.9 | 14.7* | | 13.1* |
| | SHARE OF AUDIENCE % | | | | | 33 | | 34 | | 35 | 35 * | | 35 * | 23 | 24 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 21.1 | 23.2 | 23.1 | 22.9 | 23.1 | 24.0 | 24.2 | 23.4 | 15.5 | 13.8 | 13.2 | 13.0 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 10,580<br>12.1 | | | | 19,050<br>21.8 | | | | | | | |
| | Program | | | | | WIZARD (SD) | | | | CBS TUESDAY MOVIE GUILTY OF INNOCENCE:THE LENELL GETER STORY (SD) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,300<br>9.5 | 9.4* | | 9.5* | 13,720<br>15.7 | 14.1* | | 15.1* | | 16.4* | | 17.1* |
| | SHARE OF AUDIENCE % | | | | | 14 | 14 * | | 14 * | 25 | 21 * | | 22 * | | 26 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 9.6 | 9.2 | 9.3 | 9.7 | 13.8 | 14.4 | 15.0 | 15.2 | 16.1 | 16.7 | 17.1 | 17.0 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 20,800<br>23.8 | | | | 14,330<br>16.4 | | | | 15,300<br>17.5 | | | |
| | Program | | | | | MATLOCK (SUS-SD) | | | | HILL STREET BLUES (SUS-SD) | | | | REMINGTON STEELE | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,220<br>19.7 | 19.1* | | 20.4* | 10,840<br>12.4 | 12.5* | | 12.3* | 12,060<br>13.8 | 13.7* | | 13.9* |
| | SHARE OF AUDIENCE % | | | | | 29 | 29 * | | 30 * | 18 | 18 * | | 18 * | 23 | 22 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.7 | 19.5 | 20.4 | 20.3 | 12.7 | 12.3 | 12.3 | 12.2 | 13.6 | 13.8 | 13.8 | 14.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 62.7 | 63.4 | 64.7 | 66.0 | 67.2 | 67.9 | 68.4 | 68.9 | 67.2 | 66.2 | 65.3 | 63.2 | 60.9 | 57.0 | 53.1 | 51.5 |
| | WK. 2 | 60.3 | 61.0 | 60.9 | 62.2 | 65.9 | 67.1 | 67.6 | 68.2 | 67.4 | 67.9 | 67.9 | 67.3 | 63.0 | 61.2 | 59.5 | 56.9 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## EVE.TUE. FEB.3, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.WED. JAN.28, 1987 (WEEK 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,780 | | 16,520 | | 20,450 | | | | 17,040 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.2 | | 18.9 | | 23.4 | | | | 19.5 | | | |
| Program | | | | | PERFECT STRANGERS | | HEAD OF THE CLASS (SD) | | DYNASTY (SD) | | | | HOTEL | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,160 | | 14,770 | | 16,520 | | | | 14,070 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.2 | | 16.9 | | 18.9 | 18.8* | | 19.1* | 16.1 | 16.2* | | 16.0* |
| SHARE OF AUDIENCE % | | | | | 24 | | 25 | | 28 | 28 * | | 29 * | 27 | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.4 | 17.0 | 16.5 | 17.3 | 18.7 | 18.8 | 19.0 | 19.1 | 16.0 | 16.4 | 16.2 | 15.7 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,420 | | | | 19,750 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 16.5 | | | | 22.6 | | | | | | | |
| Program | | | | | MIKE HAMMER (SUS-SD) | | | | SPECIAL MOVIE PRSNT-WED BROKEN VOWS (SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,100 | | | | 12,320 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.7 | 12.4* | | 13.0* | 14.1 | 13.6* | | 14.4* | | 14.7* | | 13.7* |
| SHARE OF AUDIENCE % | | | | | 19 | 19 * | | 19 * | 22 | 20 * | | 22 * | | 24 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.2 | 12.6 | 12.9 | 13.1 | 13.7 | 13.6 | 14.6 | 14.3 | 14.8 | 14.5 | 13.8 | 13.5 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 20,980 | | | | 16,690 | | 16,260 | | 16,690 | | | |
| TOTAL AUDIENCE (%) | | | | | 24.0 | | | | 19.1 | | 18.6 | | 19.1 | | | |
| Program | | | | | HIGHWAY TO HEAVEN (SD) | | | | GIMME A BREAK | | TORTELLIS (SD) | | ST. ELSEWHERE | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,040 | | | | 14,160 | | 14,160 | | 13,110 | | | |
| AVERAGE AUDIENCE (%) | | | | | 19.5 | 18.6* | | 20.5* | 16.2 | | 16.2 | | 15.0 | 15.2* | | 14.7* |
| SHARE OF AUDIENCE % | | | | | 29 | 28 * | | 30 * | 24 | | 25 | | 25 | 24 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.7 | 19.4 | 20.6 | 20.5 | 16.2 | 16.3 | 16.0 | 16.4 | 15.4 | 15.0 | 14.7 | 14.7 |

## EVE.WED. FEB.4, 1987 (WEEK 2)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 15,640 | | 16,520 | | 19,580 | | | | 18,090 | | | |
| TOTAL AUDIENCE (%) | | | | | 17.9 | | 18.9 | | 22.4 | | | | 20.7 | | | |
| Program | | | | | PERFECT STRANGERS | | HEAD OF THE CLASS (SD) | | DYNASTY (SD) | | | | HOTEL | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 13,110 | | 14,950 | | 15,990 | | | | 14,250 | | | |
| AVERAGE AUDIENCE (%) | | | | | 15.0 | | 17.1 | | 18.3 | 17.4* | | 19.2* | 16.3 | 16.7* | | 16.0* |
| SHARE OF AUDIENCE % | | | | | 24 | | 26 | | 28 | 26 * | | 29 * | 28 | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.2 | 15.8 | 16.5 | 17.8 | 17.0 | 17.9 | 18.9 | 19.5 | 17.2 | 16.1 | 16.0 | 16.0 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,070 | | | | 19,230 | | | | 16,080 | | | |
| TOTAL AUDIENCE (%) | | | | | 16.1 | | | | 22.0 | | | | 18.4 | | | |
| Program | | | | | MIKE HAMMER (SUS-SD) | | | | MAGNUM, P.I. (SD) | | | | EQUALIZER | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,840 | | | | 14,770 | | | | 13,110 | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.4 | 12.0* | | 12.7* | 16.9 | 16.5* | | 17.2* | 15.0 | 15.1* | | 14.9* |
| SHARE OF AUDIENCE % | | | | | 19 | 19 * | | 19 * | 26 | 25 * | | 26 * | 25 | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.9 | 12.1 | 12.7 | 12.8 | 16.2 | 16.9 | 17.6 | 16.8 | 14.9 | 15.2 | 15.2 | 14.7 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 19,750 | | | | 14,680 | | 13,550 | | 15,210 | | | |
| TOTAL AUDIENCE (%) | | | | | 22.6 | | | | 16.8 | | 15.5 | | 17.4 | | | |
| Program | | | | | HIGHWAY TO HEAVEN (SUS-SD) | | | | GIMME A BREAK | | TORTELLIS (SUS-SD) | | ST. ELSEWHERE | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 15,910 | | | | 12,670 | | 11,620 | | 11,800 | | | |
| AVERAGE AUDIENCE (%) | | | | | 18.2 | 17.8* | | 18.5* | 14.5 | | 13.3 | | 13.5 | 13.7* | | 13.2* |
| SHARE OF AUDIENCE % | | | | | 28 | 28 * | | 28 * | 22 | | 20 | | 23 | 23 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.3 | 18.8 | 18.2 | 14.8 | 14.3 | 13.4 | 13.2 | 14.0 | 13.5 | 13.2 | 13.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 61.2 | 63.2 | 64.5 | 65.2 | 65.6 | 67.1 | 68.0 | 68.7 | 67.7 | 67.6 | 66.5 | 65.4 | 62.9 | 61.5 | 59.1 | 56.7 |
| WK. 2 | 58.9 | 59.7 | 60.6 | 61.6 | 63.1 | 64.3 | 65.6 | 66.5 | 66.5 | 66.3 | 66.2 | 65.3 | 61.5 | 59.8 | 58.2 | 56.2 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JAN.29, 1987

## WEEK 1

### ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 9,180<br>10.5 | | | | 13,980<br>16.0 | | | | 16,780<br>19.2 | | | |
| Program | ← OUR WORLD → | | | | ← COLBYS (SD) → | | | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,860 | | | | 11,100 | | | | 12,060 | | | |
| AVERAGE AUDIENCE (%) | 6.7 | 6.3* | | 7.1* | 12.7 | 12.2* | | 13.2* | 13.8 | 14.3* | | 13.3* |
| SHARE OF AUDIENCE % | 10 | 9 * | | 10 * | 18 | 17 * | | 19 * | 22 | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | 6.4 | 6.2 | 7.0 | 7.3 | 12.0 | 12.4 | 13.2 | 13.2 | 14.3 | 14.3 | 13.8 | 12.8 |

### CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 11,360<br>13.0 | | | | 15,910<br>18.2 | | | | 19,050<br>21.8 | | | |
| Program | ← SHELL GAME (SD) → | | | | ← SIMON & SIMON (SD) → | | | | ← KNOTS LANDING → | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,570 | | | | 12,320 | | | | 16,430 | | | |
| AVERAGE AUDIENCE (%) | 9.8 | 9.6* | | 9.9* | 14.1 | 13.3* | | 15.0* | 18.8 | 18.8* | | 18.8* |
| SHARE OF AUDIENCE % | 14 | 14 * | | 14 * | 20 | 19 * | | 22 * | 30 | 29 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 9.7 | 9.6 | 10.1 | 9.7 | 13.0 | 13.6 | 14.7 | 15.3 | 18.7 | 18.9 | 19.0 | 18.5 |

### NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 35,480<br>40.6 | | 34,000<br>38.9 | | 28,670<br>32.8 | | 24,730<br>28.3 | | 19,400<br>22.2 | | | |
| Program | BILL COSBY SHOW (R) | | FAMILY TIES (SD) | | CHEERS | | NIGHT COURT | | ← L.A. LAW (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | 31,900 | | 31,640 | | 26,570 | | 22,900 | | 14,600 | | | |
| AVERAGE AUDIENCE (%) | 36.5 | | 36.2 | | 30.4 | | 26.2 | | 16.7 | 17.0* | | 16.4* |
| SHARE OF AUDIENCE % | 53 | | 51 | | 43 | | 38 | | 27 | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 34.9 | 38.2 | 36.2 | 36.2 | 30.9 | 30.0 | 26.7 | 25.7 | 17.7 | 16.2 | 16.5 | 16.3 |

## WEEK 2

### ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 9,960<br>11.4 | | | | 13,810<br>15.8 | | | | 17,130<br>19.6 | | | |
| Program | ← OUR WORLD → | | | | ← COLBYS (SD) → | | | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,290 | | | | 11,710 | | | | 13,020 | | | |
| AVERAGE AUDIENCE (%) | 7.2 | 7.1* | | 7.3* | 13.4 | 12.8* | | 14.0* | 14.9 | 14.9* | | 14.9* |
| SHARE OF AUDIENCE % | 10 | 10 * | | 10 * | 19 | 18 * | | 20 * | 23 | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | 7.6 | 6.6 | 6.8 | 7.9 | 12.5 | 13.2 | 14.0 | 14.0 | 14.6 | 15.2 | 14.9 | 15.0 |

### CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 10,660<br>12.2 | | | | 13,810<br>15.8 | | | | 16,430<br>18.8 | | | |
| Program | ← SHELL GAME (SD) → | | | | ← SIMON & SIMON (SD) → | | | | ← KNOTS LANDING → | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,780 | | | | 11,270 | | | | 14,070 | | | |
| AVERAGE AUDIENCE (%) | 8.9 | 8.8* | | 9.0* | 12.9 | 12.3* | | 13.4* | 16.1 | 16.3* | | 16.0* |
| SHARE OF AUDIENCE % | 13 | 13 * | | 13 * | 19 | 18 * | | 20 * | 25 | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 9.0 | 8.5 | 9.1 | 8.8 | 12.0 | 12.7 | 13.4 | 13.5 | 16.4 | 16.1 | 16.1 | 15.8 |

### NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 35,920<br>41.1 | | 34,520<br>39.5 | | 26,130<br>29.9 | | 23,950<br>27.4 | | 19,490<br>22.3 | | | |
| Program | BILL COSBY SHOW | | FAMILY TIES (SUS-SD) | | CHEERS | | NIGHT COURT (SUS-SD) | | ← L.A. LAW → | | | |
| AVERAGE AUDIENCE (Households (000)) | 32,860 | | 31,810 | | 24,210 | | 21,760 | | 16,430 | | | |
| AVERAGE AUDIENCE (%) | 37.6 | | 36.4 | | 27.7 | | 24.9 | | 18.8 | 19.3* | | 18.3* |
| SHARE OF AUDIENCE % | 54 | | 52 | | 40 | | 36 | | 30 | 30 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 36.1 | 39.1 | 36.3 | 36.4 | 28.2 | 27.2 | 24.9 | 24.9 | 19.5 | 19.0 | 18.7 | 17.9 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 61.1 | 62.0 | 63.4 | 65.3 | 68.1 | 70.0 | 70.6 | 70.6 | 70.7 | 70.9 | 69.6 | 68.8 | 65.0 | 63.3 | 60.7 | 58.0 |
| WK. 2 | 61.9 | 62.8 | 63.7 | 65.4 | 68.7 | 70.5 | 69.7 | 70.0 | 69.7 | 69.4 | 68.9 | 68.2 | 65.7 | 64.9 | 63.2 | 60.7 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



EVE.THU. FEB.5, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.FRI. JAN.30, 1987

### WEEK 1

| Network | Row | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000)) | | | | | 13,980 | | 13,810 | | 8,910 | | 7,690 | | 12,240 | | | |
| | TOTAL AUDIENCE (%) | | | | | 16.0 | | 15.8 | | 10.2 | | 8.8 | | 14.0 | | | |
| | Program | | | | | WEBSTER | | MR. BELVEDERE (SD) | | GUNG HO | | DADS (SD) | | ← STARMAN → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,320 | | 12,410 | | 7,690 | | 6,640 | | 9,530 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 14.1 | | 14.2 | | 8.8 | | 7.6 | | 10.9 | 10.4* | | 11.3* |
| | SHARE OF AUDIENCE % | | | | | 23 | | 23 | | 14 | | 12 | | 19 | 17 * | | 20 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.4 | 14.7 | 14.1 | 14.3 | 8.9 | 8.7 | 7.4 | 7.8 | 10.2 | 10.5 | 11.1 | 11.5 |
| CBS TV | TOTAL AUDIENCE (Households (000)) | | | | | 16,170 | | | | 21,150 | | | | 18,090 | | | |
| | TOTAL AUDIENCE (%) | | | | | 18.5 | | | | 24.2 | | | | 20.7 | | | |
| | Program | | | | | ← SCARECROW & MRS. KING (R)(SUS-SD) → | | | | ← DALLAS (SD) → | | | | ← FALCON CREST → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,320 | | | | 18,530 | | | | 15,470 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 14.1 | 13.5* | | 14.8* | 21.2 | 21.0* | | 21.4* | 17.7 | 17.7* | | 17.6* |
| | SHARE OF AUDIENCE % | | | | | 23 | 22 * | | 24 * | 34 | 33 * | | 34 * | 30 | 30 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.0 | 13.9 | 14.2 | 15.3 | 20.5 | 21.5 | 21.5 | 21.3 | 17.8 | 17.6 | 17.7 | 17.5 |
| NBC TV | TOTAL AUDIENCE (Households (000)) | | | | | 14,250 | | | | 17,830 | | | | 15,560 | | | |
| | TOTAL AUDIENCE (%) | | | | | 16.3 | | | | 20.4 | | | | 17.8 | | | |
| | Program | | | | | ← STINGRAY (SD) → | | | | ← MIAMI VICE (R)(SD) → | | | | ← CRIME STORY → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 10,490 | | | | 14,510 | | | | 12,670 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 12.0 | 11.6* | | 12.3* | 16.6 | 16.1* | | 17.0* | 14.5 | 15.0* | | 14.0* |
| | SHARE OF AUDIENCE % | | | | | 20 | 19 * | | 20 * | 26 | 26 * | | 27 * | 25 | 25 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 11.7 | 11.6 | 12.2 | 12.5 | 16.0 | 16.2 | 17.1 | 17.0 | 15.0 | 14.9 | 14.1 | 14.0 |

### WEEK 2

| Network | Row | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000)) | | | | | 14,330 | | 15,210 | | 8,740 | | 7,600 | | 12,060 | | | |
| | TOTAL AUDIENCE (%) | | | | | 16.4 | | 17.4 | | 10.0 | | 8.7 | | 13.8 | | | |
| | Program | | | | | WEBSTER | | MR. BELVEDERE (SD) | | GUNG HO | | DADS (SD) | | ← STARMAN → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,500 | | 13,280 | | 7,250 | | 6,900 | | 9,880 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 14.3 | | 15.2 | | 8.3 | | 7.9 | | 11.3 | 11.1* | | 11.6* |
| | SHARE OF AUDIENCE % | | | | | 24 | | 25 | | 13 | | 12 | | 20 | 19 * | | 21 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.7 | 14.8 | 14.9 | 15.5 | 8.4 | 8.2 | 7.8 | 7.9 | 10.5 | 11.7 | 11.7 | 11.4 |
| CBS TV | TOTAL AUDIENCE (Households (000)) | | | | | 15,210 | | | | 20,980 | | | | 17,130 | | | |
| | TOTAL AUDIENCE (%) | | | | | 17.4 | | | | 24.0 | | | | 19.6 | | | |
| | Program | | | | | ← SCARECROW & MRS. KING (SUS-SD) → | | | | ← DALLAS (SD) → | | | | ← FALCON CREST → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 11,970 | | | | 18,880 | | | | 14,420 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 13.7 | 13.1* | | 14.4* | 21.6 | 21.3* | | 21.9* | 16.5 | 16.9* | | 16.2* |
| | SHARE OF AUDIENCE % | | | | | 23 | 22 * | | 23 * | 34 | 34 * | | 35 * | 29 | 29 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.0 | 13.2 | 13.8 | 15.0 | 20.9 | 21.7 | 22.2 | 21.7 | 17.2 | 16.6 | 16.4 | 15.9 |
| NBC TV | TOTAL AUDIENCE (Households (000)) | | | | | 13,020 | | | | 17,310 | | | | 14,070 | | | |
| | TOTAL AUDIENCE (%) | | | | | 14.9 | | | | 19.8 | | | | 16.1 | | | |
| | Program | | | | | ← STINGRAY (SUS-SD) → | | | | ← MIAMI VICE (SUS-SD) → | | | | ← CRIME STORY → | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 9,960 | | | | 14,250 | | | | 11,270 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 11.4 | 11.5* | | 11.3* | 16.3 | 16.0* | | 16.7* | 12.9 | 13.2* | | 12.6* |
| | SHARE OF AUDIENCE % | | | | | 19 | 19 * | | 18 * | 26 | 25 * | | 26 * | 22 | 22 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 11.6 | 11.3 | 11.2 | 11.4 | 15.6 | 16.4 | 16.7 | 16.6 | 13.5 | 12.9 | 12.9 | 12.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 58.1 | 58.8 | 59.9 | 60.2 | 59.6 | 60.7 | 61.5 | 62.4 | 62.9 | 63.2 | 63.3 | 63.0 | 60.2 | 59.0 | 57.4 | 56.1 |
| WK. 2 | 55.9 | 56.5 | 57.6 | 58.9 | 58.9 | 59.7 | 60.6 | 62.1 | 63.0 | 63.4 | 63.5 | 63.1 | 59.6 | 58.2 | 57.1 | 54.8 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## EVE.FRI. FEB.6. 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. JAN.31, 1987

### WEEK 1 — ABC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 9,530 | | 11,190 | | 13,720 | | | | 15,990 | | | |
| TOTAL AUDIENCE (%) | | | | | 10.9 | | 12.8 | | 15.7 | | | | 18.3 | | | |
| Program | | | | | SIDEKICKS | | SLEDGE HAMMER (SD) | | ← OHARA (SD) → | | | | ← SPENSER: FOR HIRE (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,040 | | 9,440 | | 10,660 | | | | 12,760 | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.2 | | 10.8 | | 12.2 | 11.5* | | 12.9* | 14.6 | 14.1* | | 15.1* |
| SHARE OF AUDIENCE % | | | | | 15 | | 18 | | 20 | 18 * | | 21 * | 25 | 24 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.2 | 9.3 | 10.4 | 11.2 | 11.4 | 11.5 | 12.4 | 13.4 | 13.6 | 14.5 | 15.2 | 15.0 |

### WEEK 1 — CBS TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 15,210 | | | | 19,050 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 17.4 | | | | 21.8 | | | | | | | |
| Program | | | | | ← OUTLAWS (SD) → | | | | ← HALLMARK HALL OF FAME-CBS THE ROOM UPSTAIRS (SD) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,750 | | | | 12,320 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.3 | 11.8* | | 12.8* | 14.1 | 12.4* | | 13.4* | | 15.2* | | 15.3* |
| SHARE OF AUDIENCE % | | | | | 21 | 20 * | | 21 * | 24 | 20 * | | 22 * | | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.8 | 11.8 | 12.5 | 13.1 | 12.4 | 12.3 | 13.5 | 13.3 | 15.0 | 15.4 | 15.5 | 15.1 |

### WEEK 1 — NBC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 16,960 | | 15,990 | | 21,240 | | 17,650 | | 16,260 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.4 | | 18.3 | | 24.3 | | 20.2 | | 18.6 | | | |
| Program | | | | | FACTS OF LIFE | | STORYTELLER HANS MY HEDGEHOG (SD) | | GOLDEN GIRLS | | EASY STREET SPECIAL | | ← TODAY AT 35 → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,770 | | 13,980 | | 19,320 | | 15,560 | | 10,660 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.9 | | 16.0 | | 22.1 | | 17.8 | | 12.2 | 13.0* | | 11.4* |
| SHARE OF AUDIENCE % | | | | | 28 | | 26 | | 35 | | 29 | | 21 | 22 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.1 | 17.7 | 16.1 | 15.9 | 21.2 | 22.9 | 18.2 | 17.4 | 13.7 | 12.3 | 11.6 | 11.1 |

### WEEK 2 — ABC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 11,190 | | 10,230 | | 11,620 | | | | 9,530 | | | |
| TOTAL AUDIENCE (%) | | | | | 12.8 | | 11.7 | | 13.3 | | | | 10.9 | | | |
| Program | | | | | SIDEKICKS | | SLEDGE HAMMER (SD) | | ← OHARA (SD) → | | | | ← SPENSER: FOR HIRE → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,790 | | 9,000 | | 8,650 | | | | 7,870 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.2 | | 10.3 | | 9.9 | 9.5* | | 10.3* | 9.0 | 8.9* | | 9.1* |
| SHARE OF AUDIENCE % | | | | | 20 | | 18 | | 16 | 16 * | | 17 * | 16 | 16 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.1 | 11.4 | 10.2 | 10.3 | 9.5 | 9.6 | 10.7 | 10.0 | 8.8 | 9.0 | 9.2 | 8.9 |

### WEEK 2 — CBS TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 11,970 | | | | 19,050 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 13.7 | | | | 21.8 | | | | | | | |
| Program | | | | | ← OUTLAWS (SD) → | | | | ← CBS SATURDAY MOVIE A PLACE TO CALL HOME (SD) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,090 | | | | 13,460 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.4 | 10.3* | | 10.4* | 15.4 | 12.4* | | 14.8* | | 17.1* | | 17.2* |
| SHARE OF AUDIENCE % | | | | | 18 | 18 * | | 18 * | 26 | 20 * | | 25 * | | 30 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.4 | 10.2 | 10.5 | 10.4 | 12.1 | 12.7 | 14.4 | 15.2 | 16.9 | 17.3 | 17.7 | 16.8 |

### WEEK 2 — NBC TV

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 16,340 | | 18,700 | | 22,900 | | 17,650 | | 17,650 | | | |
| TOTAL AUDIENCE (%) | | | | | 18.7 | | 21.4 | | 26.2 | | 20.2 | | 20.2 | | | |
| Program | | | | | FACTS OF LIFE | | 227 (SUS-SD) | | GOLDEN GIRLS | | AMEN (SUS-SD) | | ← HUNTER → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,510 | | 17,220 | | 21,060 | | 16,170 | | 13,810 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.6 | | 19.7 | | 24.1 | | 18.5 | | 15.8 | 16.1* | | 15.5* |
| SHARE OF AUDIENCE % | | | | | 29 | | 34 | | 39 | | 31 | | 28 | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.7 | 17.6 | 19.0 | 20.4 | 23.8 | 24.4 | 18.6 | 18.3 | 16.5 | 15.6 | 15.3 | 15.7 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 56.6 | 57.2 | 57.5 | 58.5 | 59.4 | 59.9 | 60.3 | 60.6 | 62.7 | 63.0 | 61.7 | 60.4 | 58.7 | 58.1 | 57.7 | 56.1 |
| WK. 2 | 52.9 | 53.9 | 54.1 | 54.7 | 55.7 | 56.9 | 58.2 | 59.0 | 60.6 | 61.7 | 60.1 | 59.1 | 57.2 | 56.7 | 56.3 | 54.9 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



## EVE.SAT. FEB.7, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. JAN.31, 1987

### WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 2,190<br>2.5 | | | | | | | | | | | | | |
| Program | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,100<br>2.4 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 10 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.4 | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 11,450<br>13.1 | | | | | | | | | | | | | |
| Program | | | ← SATURDAY NIGHT → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,680<br>6.5 | 8.0* | | 6.2* | | 5.0* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 19 | 20 * | | 18 * | | 17 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 8.4 | 7.6 | 6.6 | 5.7 | 5.1 | 4.9 | | | | | | | | |

## EVE.SAT. FEB.7, 1987

### WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 1,490<br>1.7 | | | | | | | | | | | | | |
| Program | | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,660<br>1.9 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 5 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 1.9 | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 14,950<br>17.1 | | | | | | | | | | | | | |
| Program | | | ← LATE NIGHT 5TH ANNIVERSRY (11:30-12:47AM) (SUSTAINING 12:47-1:00AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 9,700<br>11.1 | 11.5* | | 11.1* | | 10.1* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 32 | 30 * | | 33 * | | 34 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 11.6 | 11.5 | 11.5 | 10.7 | 10.2 | 9.7 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 50.4 | 46.4 | 41.4 | 37.6 | 34.8 | 32.7 | 29.8 | 26.8 | 23.6 | 21.6 | 18.2 | 16.8 | 14.6 | 12.9 | 11.7 | 10.0 |
| WK. 2 | 50.6 | 45.0 | 39.5 | 37.6 | 34.8 | 32.6 | 29.8 | 27.0 | 23.6 | 21.9 | 19.6 | 17.6 | 14.9 | 13.3 | 12.0 | 11.1 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.1, 1987

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | 19,580 | | | | | | | 24,650 | | | | | | | |
| TOTAL AUDIENCE (%) | | 22.4 | | | | | | | 28.2 | | | | | | | |
| Program | (1) (→OP) | | DISNEY SUNDAY MOVIE YOU RUINED MY LIFE (7:27-9:00PM) (SD)(OP) | | | | | | ABC SUNDAY NIGHT MOVIE THE MAN WITH THE GOLDEN GUN (9:00-11:34PM) (R)(SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | 12,320 | | | | | | | 13,020 | | | | | | | |
| AVERAGE AUDIENCE (%) | | 14.1 | | 13.4* | | 14.6* | | 14.5* | 14.9 | 13.8* | | 15.2* | | 16.3* | | 15.6* |
| SHARE OF AUDIENCE % | | 20 | | 20 * | | 21 * | | 20 * | 24 | 20 * | | 22 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 15.3 | 12.7 | 13.3 | 13.4 | 14.7 | 14.5 | 14.6 | 14.4 | 14.1 | 13.6 | 15.1 | 15.3 | 16.4 | 16.2 | 15.5 | 15.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 27,360 | | | | 25,960 | | | | 21,060 | | | | 14,680 | | | |
| TOTAL AUDIENCE (%) | 31.3 | | | | 29.7 | | | | 24.1 | | | | 16.8 | | | |
| Program | 60 MINUTES | | | | MURDER, SHE WROTE (SD) | | | | DESIGNING WOMEN (SD) | | | | HARD COPY | | | |
| AVERAGE AUDIENCE (Households (000)) | 19,580 | | | | 21,760 | | | | 16,690 | | | | 11,270 | | | |
| AVERAGE AUDIENCE (%) | 22.4 | 21.4* | | 23.5* | 24.9 | 24.2* | | 25.6* | 19.1 | 19.2* | | 19.0* | 12.9 | 13.1* | | 12.6* |
| SHARE OF AUDIENCE % | 34 | 33 * | | 34 * | 35 | 34 * | | 35 * | 28 | 28 * | | 28 * | 21 | 21 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | 20.6 | 22.2 | 23.6 | 23.4 | 23.7 | 24.7 | 25.8 | 25.5 | 19.2 | 19.1 | 19.4 | 18.6 | 13.7 | 12.5 | 12.9 | 12.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 16,870 | | | | 26,920 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | 19.3 | | | | 30.8 | | | | | | | | | | | |
| Program | OUR HOUSE | | | | NBC SUNDAY NIGHT MOVIE LBJ: THE EARLY YEARS (SUS-SD) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 12,240 | | | | 16,080 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 14.0 | 12.7* | | 15.3* | 18.4 | 16.3* | | 17.4* | | 19.1* | | 19.0* | | 19.3* | | 19.5* |
| SHARE OF AUDIENCE % | 21 | 20 * | | 22 * | 27 | 23 * | | 24 * | | 27 * | | 28 * | | 30 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 11.8 | 13.7 | 15.0 | 15.6 | 15.9 | 16.7 | 17.4 | 17.4 | 19.2 | 19.0 | 18.9 | 19.1 | 19.4 | 19.2 | 19.5 | 19.5 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | 16,520 | | | | | | | | 27,970 | | | | | | | |
| TOTAL AUDIENCE (%) | 18.9 | | | | | | | | 32.0 | | | | | | | |
| Program | DISNEY SUNDAY MOVIE THE LIBERATORS (SD) | | | | | | | | ABC SUNDAY NIGHT MOVIE ROMANCING THE STONE (9:00-11:08PM)(SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 9,350 | | | | | | | | 17,920 | | | | | | | |
| AVERAGE AUDIENCE (%) | 10.7 | 9.0* | | 9.9* | | 11.8* | | 12.0* | 20.5 | 18.9* | | 21.0* | | 20.6* | | 21.0* |
| SHARE OF AUDIENCE % | 16 | 14 * | | 15 * | | 18 * | | 17 * | 31 | 27 * | | 31 * | | 32 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | 9.1 | 8.9 | 9.5 | 10.2 | 12.0 | 11.5 | 12.0 | 12.1 | 18.6 | 19.2 | 20.9 | 21.0 | 20.4 | 20.8 | 20.8 | 21.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | 26,390 | | | | 27,880 | | | | 14,680 | | 11,360 | | 10,580 | | | |
| TOTAL AUDIENCE (%) | 30.2 | | | | 31.9 | | | | 16.8 | | 13.0 | | 12.1 | | | |
| Program | 60 MINUTES | | | | MURDER, SHE WROTE (SD) | | | | DESIGNING WOMEN | | NOTHING IS EASY (SD) | | HARD COPY | | | |
| AVERAGE AUDIENCE (Households (000)) | 21,330 | | | | 23,250 | | | | 12,670 | | 9,960 | | 8,220 | | | |
| AVERAGE AUDIENCE (%) | 24.4 | 23.5* | | 25.3* | 26.6 | 26.8* | | 26.5* | 14.5 | | 11.4 | | 9.4 | 9.8* | | 9.1* |
| SHARE OF AUDIENCE % | 38 | 38 * | | 39 * | 39 | 40 * | | 38 * | 21 | | 17 | | 15 | 15 * | | 15 * |
| AVG. AUD. BY ¼ HR. % | 22.4 | 24.7 | 25.2 | 25.3 | 26.3 | 27.2 | 27.4 | 25.6 | 14.8 | 14.3 | 11.5 | 11.3 | 9.8 | 9.7 | 9.2 | 8.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | 15,640 | | | | 14,680 | | 16,870 | | 28,580 | | | | | | | |
| TOTAL AUDIENCE (%) | 17.9 | | | | 16.8 | | 19.3 | | 32.7 | | | | | | | |
| Program | OUR HOUSE | | | | EASY STREET | | VALERIE (SUS-SD) | | NBC SUNDAY NIGHT MOVIE THE TWO MRS. GRENVILLES, PART 1 (SUS-SD) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 12,060 | | | | 12,760 | | 14,860 | | 20,450 | | | | | | | |
| AVERAGE AUDIENCE (%) | 13.8 | 12.9* | | 14.8* | 14.6 | | 17.0 | | 23.4 | 23.4* | | 23.4* | | 23.8* | | 23.2* |
| SHARE OF AUDIENCE % | 22 | 21 * | | 23 * | 22 | | 25 | | 36 | 33 * | | 34 * | | 37 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | 12.3 | 13.5 | 14.3 | 15.3 | 14.3 | 15.0 | 15.7 | 18.3 | 23.8 | 23.0 | 23.1 | 23.6 | 24.0 | 23.6 | 23.5 | 22.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 63.7 | 65.5 | 67.6 | 69.1 | 70.0 | 71.4 | 72.2 | 72.2 | 69.6 | 69.6 | 69.2 | 68.3 | 64.5 | 62.8 | 60.9 | 57.4 |
| WK. 2 | 61.4 | 63.0 | 64.5 | 66.1 | 66.6 | 68.1 | 68.8 | 69.3 | 69.8 | 69.9 | 68.4 | 67.3 | 65.6 | 63.7 | 61.7 | 60.4 |

U.S. TV Households: 87,400,000

(1)ABC WIDE WORLD-SPORTS SUN,ABC,(4:03-7:27PM)

For explanation of symbols, See page A.



EVE.SUN. FEB.8, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.1, 1987

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 1,920<br>2.2 | | | | | | | | | | | |
| Program | ABC SUNDAY NIGHT MOVIE<br>THE MAN WITH THE GOLDEN GUN (9:00-11:34PM)(R) | | | | | ABC WEEKEND REPORT-SUN. (12:06-12:21AM) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 14.3* | | | 2,010<br>2.3 | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | 30 * | | | 10 | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 14.2 | 14.4 | 11.3 | | 2.3 | 2.1 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,630<br>5.3 | | | | | | | | | | | | | | | |
| Program | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,370<br>5.0 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 10 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.0 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 1,750<br>2.0 | | | | | | | | | | | | | |
| Program | | | G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,750<br>2.0 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 6 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.0 | | | | | | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 2,360<br>2.7 | | | | | | | | | | | | |
| Program | ABC SUNDAY NIGHT MOVIE<br>ROMANCING THE STONE (9:00-11:08PM) | | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 21.8* | | | 2,270<br>2.6 | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 40 * | | | 10 | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 21.8 | | | 2.6 | 2.6 | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 3,850<br>4.4 | | | | | | | | | | | | | | | |
| Program | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,850<br>4.4 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 8 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.4 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 2,190<br>2.5 | | | | | | | | | | | | | |
| Program | | | G MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,100<br>2.4 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 8 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.4 | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 50.0 | 44.6 | 36.0 | 33.0 | 28.1 | 24.8 | 20.6 | 18.2 | 15.5 | 13.7 | 11.8 | 10.8 | 9.7 | 8.8 | 8.2 | 7.5 |
| WK. 2 | 54.8 | 44.5 | 36.7 | 30.7 | 26.2 | 22.6 | 20.0 | 18.2 | 16.3 | 14.0 | 12.1 | 11.0 | 9.6 | 8.8 | 7.7 | 7.3 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. FEB.8. 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 26-30, 1987

**WEEK 1**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,720 | | | | 4,890 | | | | | | | | | |
| | | | 5.4 | | | | 5.6 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) | | (PARTICIPATING) | | GOOD MORNING, AMERICA-830 (CO-OP) | | (PARTICIPATING) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,580 | | | | 3,850 | | | | | | | | | |
| | | | 4.1 | | | | 4.4 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 19 | | | | 19 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.1 | 4.1 | | | 4.3 | 4.5 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 3,320 | | 5,860 | | | | | | | | | | 4,460 | | 4,810 | |
| | 3.8 | | 6.7 | | | | | | | | | | 5.1 | | 5.5 | |
| Program | CBS MORNING NEWS 7:00AM | | MORNING PROGRAM | | | | | | | | | | $25,000 PYRAMID | | NEW CARD SHARKS | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,530 | | 2,530 | | | | | | | | | | 3,760 | | 4,110 | |
| | 2.9 | | 2.9 | 2.9* | | 2.9* | | 3.1* | | | | | 4.3 | | 4.7 | |
| SHARE OF AUDIENCE % | 16 | | 13 | 14 * | | 13 * | | 13 * | | | | | 17 | | 18 | |
| AVG. AUD. BY ¼ HR. % | 2.8 | 3.0 | 2.8 | 2.9 | 2.8 | 3.0 | 3.0 | 3.2 | | | | | 3.9 | 4.5 | 4.5 | 4.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 6,210 | | | | 5,940 | | | | | | 4,020 | | 2,970 | |
| | | | 7.1 | | | | 6.8 | | | | | | 4.6 | | 3.4 | |
| Program | TODAY SHOW-7.30AM (CO-OP) | | (PARTICIPATING) | | TODAY SHOW-8.30AM (CO-OP) | | (PARTICIPATING) | | | | | | SALE OF THE CENTURY | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 4,890 | | | | 4,810 | | | | | | 3,320 | | 2,530 | |
| | | | 5.6 | | | | 5.5 | | | | | | 3.8 | | 2.9 | |
| SHARE OF AUDIENCE % | | | 26 | | | | 23 | | | | | | 15 | | 11 | |
| AVG. AUD. BY ¼ HR. % | | | 5.8 | 5.3 | | | 5.6 | 5.5 | | | | | 3.8 | 3.9 | 2.9 | 3.0 |

**WEEK 2**

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,070 | | | | 5,070 | | | | | | | | | |
| | | | 5.8 | | | | 5.8 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) | | (PARTICIPATING) | | GOOD MORNING, AMERICA-830 (CO-OP) | | (PARTICIPATING) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,760 | | | | 4,020 | | | | | | | | | |
| | | | 4.3 | | | | 4.6 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 20 | | | | 20 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.3 | | | 4.6 | 4.6 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 3,410 | | 4,980 | | | | | | | | | | 3,930 | | 4,280 | |
| | 3.9 | | 5.7 | | | | | | | | | | 4.5 | | 4.9 | |
| Program | CBS MORNING NEWS 7:00AM | | MORNING PROGRAM | | | | | | | | | | $25,000 PYRAMID | | NEW CARD SHARKS | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,530 | | 2,270 | | | | | | | | | | 3,320 | | 3,580 | |
| | 2.9 | | 2.6 | 2.6* | | 2.6* | | 2.7* | | | | | 3.8 | | 4.1 | |
| SHARE OF AUDIENCE % | 15 | | 12 | 12 * | | 12 * | | 12 * | | | | | 16 | | 17 | |
| AVG. AUD. BY ¼ HR. % | 2.7 | 3.0 | 2.6 | 2.6 | 2.6 | 2.6 | 2.7 | 2.7 | | | | | 3.6 | 3.9 | 3.9 | 4.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 6,730 | | | | 6,730 | | | | | | 3,930 | | 2,800 | |
| | | | 7.7 | | | | 7.7 | | | | | | 4.5 | | 3.2 | |
| Program | TODAY SHOW-7.30AM (CO-OP) | | (PARTICIPATING) | | TODAY SHOW-8.30AM (CO-OP) | | (PARTICIPATING) | | | | | | SALE OF THE CENTURY | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,510 | | | | 5,510 | | | | | | 3,150 | | 2,450 | |
| | | | 6.3 | | | | 6.3 | | | | | | 3.6 | | 2.8 | |
| SHARE OF AUDIENCE % | | | 29 | | | | 27 | | | | | | 15 | | 12 | |
| AVG. AUD. BY ¼ HR. % | | | 6.2 | 6.3 | | | 6.2 | 6.4 | | | | | 3.6 | 3.7 | 2.7 | 2.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 13.5 | 15.9 | 18.2 | 19.8 | 21.3 | 22.1 | 22.4 | 23.3 | 24.5 | 25.4 | 25.6 | 25.4 | 25.1 | 25.4 | 25.2 | 25.7 |
| WK. 2 | 15.0 | 16.9 | 18.7 | 20.4 | 21.5 | 22.6 | 22.8 | 23.1 | 23.7 | 24.2 | 24.1 | 24.1 | 23.3 | 23.4 | 23.3 | 23.9 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 2-6, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.26-30, 1987

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 2,800 | | 2,270 | | 3,060 | | 4,280 | | 8,480 | | | | 8,220 | | | |
| | | 3.2 | | 2.6 | | 3.5 | | 4.9 | | 9.7 | | | | 9.4 | | | |
| Program | | FAME, FORTUNE AND ROMANCE | | WEBSTER M-F | | RYAN'S HOPE | | LOVING | | ← ALL MY CHILDREN | | | → | ← ONE LIFE TO LIVE (SD) | | | → |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,450 | | 1,840 | | 2,530 | | 3,670 | | 6,560 | | | | 6,470 | | | |
| | | 2.8 | | 2.1 | | 2.9 | | 4.2 | | 7.5 | 7.1* | | 7.9* | 7.4 | 7.3* | | 7.5* |
| SHARE OF AUDIENCE | % | 11 | | 8 | | 10 | | 14 | | 23 | 22 * | | 24 * | 24 | 23 * | | 25 * |
| AVG. AUD. BY ¼ HR. | % | 2.8 | 2.7 | 2.0 | 2.3 | 2.9 | 2.9 | 4.1 | 4.4 | 6.7 | 7.5 | 7.9 | 8.0 | 7.2 | 7.4 | 7.4 | 7.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 7,250 | | 9,260 | | | | 9,960 | | | | 8,390 | | | | 5,590 | |
| | | 8.3 | | 10.6 | | | | 11.4 | | | | 9.6 | | | | 6.4 | |
| Program | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | ← YOUNG AND THE RESTLESS | | | → | ← AS THE WORLD TURNS | | | → | CAPITOL | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,470 | | 7,950 | | | | 7,520 | | | | 6,640 | | | | 4,980 | |
| | | 7.4 | | 9.1 | | | | 8.6 | 8.5* | | 8.8* | 7.6 | 7.6* | | 7.6* | 5.7 | |
| SHARE OF AUDIENCE | % | 28 | | 34 | | | | 30 | 30 * | | 29 * | 24 | 23 * | | 24 * | 19 | |
| AVG. AUD. BY ¼ HR. | % | 7.1 | 7.6 | 8.8 | 9.4 | | | 8.4 | 8.6 | 8.7 | 8.8 | 7.7 | 7.5 | 7.7 | 7.5 | 5.8 | 5.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | 6,990 | | 5,420 | | 3,850 | | 3,760 | | 8,220 | | | | 6,210 | | | |
| | | 8.0 | | 6.2 | | 4.4 | | 4.3 | | 9.4 | | | | 7.1 | | | |
| Program | | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | WORDPLAY | | ← DAYS OF OUR LIVES | | | → | ← ANOTHER WORLD (SD) | | | → |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,030 | | 4,720 | | 3,320 | | 3,230 | | 6,470 | | | | 4,810 | | | |
| | | 6.9 | | 5.4 | | 3.8 | | 3.7 | | 7.4 | 7.0* | | 7.7* | 5.5 | 5.6* | | 5.5* |
| SHARE OF AUDIENCE | % | 26 | | 20 | | 13 | | 13 | | 23 | 22 * | | 24 * | 18 | 18 * | | 18 * |
| AVG. AUD. BY ¼ HR. | % | 6.6 | 7.1 | 5.3 | 5.5 | 3.7 | 3.9 | 3.7 | 3.7 | 6.9 | 7.3 | 7.6 | 7.7 | 5.7 | 5.5 | 5.6 | 5.4 |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 2,450 | | 2,010 | | 2,970 | | 3,930 | | 7,600 | | | | 7,690 | | | |
| | | 2.8 | | 2.3 | | 3.4 | | 4.5 | | 8.7 | | | | 8.8 | | | |
| Program | | FAME, FORTUNE AND ROMANCE | | WEBSTER M-F | | RYAN'S HOPE | | LOVING | | ← ALL MY CHILDREN | | | → | ← ONE LIFE TO LIVE (SD) | | | → |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,100 | | 1,750 | | 2,450 | | 3,410 | | 5,860 | | | | 5,860 | | | |
| | | 2.4 | | 2.0 | | 2.8 | | 3.9 | | 6.7 | 6.3* | | 7.0* | 6.7 | 6.5* | | 6.9* |
| SHARE OF AUDIENCE | % | 10 | | 8 | | 11 | | 14 | | 22 | 21 * | | 23 * | 23 | 22 * | | 24 * |
| AVG. AUD. BY ¼ HR. | % | 2.4 | 2.3 | 1.9 | 2.1 | 2.7 | 2.9 | 3.8 | 4.0 | 6.1 | 6.6 | 6.9 | 7.1 | 6.5 | 6.5 | 6.8 | 7.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 6,900 | | 8,220 | | | | 9,700 | | | | 8,130 | | | | 5,240 | |
| | | 7.9 | | 9.4 | | | | 11.1 | | | | 9.3 | | | | 6.0 | |
| Program | | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (SD) | | | | ← YOUNG AND THE RESTLESS | | | → | ← AS THE WORLD TURNS | | | → | CAPITOL | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,940 | | 7,250 | | | | 7,430 | | | | 6,470 | | | | 4,810 | |
| | | 6.8 | | 8.3 | | | | 8.5 | 8.4* | | 8.7* | 7.4 | 7.5* | | 7.3* | 5.5 | |
| SHARE OF AUDIENCE | % | 28 | | 33 | | | | 31 | 31 * | | 30 * | 25 | 25 * | | 25 * | 19 | |
| AVG. AUD. BY ¼ HR. | % | 6.5 | 7.1 | 8.1 | 8.5 | | | 8.3 | 8.6 | 8.7 | 8.6 | 7.6 | 7.4 | 7.4 | 7.2 | 5.6 | 5.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | 6,640 | | 5,160 | | 3,930 | | 3,410 | | 7,430 | | | | 5,860 | | | |
| | | 7.6 | | 5.9 | | 4.5 | | 3.9 | | 8.5 | | | | 6.7 | | | |
| Program | | WHEEL OF FORTUNE | | SCRABBLE | | SUPER PASSWORD | | WORDPLAY | | ← DAYS OF OUR LIVES | | | → | ← ANOTHER WORLD (SD) | | | → |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,770 | | 4,540 | | 3,410 | | 2,970 | | 6,030 | | | | 4,540 | | | |
| | | 6.6 | | 5.2 | | 3.9 | | 3.4 | | 6.9 | 6.7* | | 7.1* | 5.2 | 5.3* | | 5.1* |
| SHARE OF AUDIENCE | % | 27 | | 21 | | 15 | | 12 | | 23 | 22 * | | 23 * | 18 | 18 * | | 18 * |
| AVG. AUD. BY ¼ HR. | % | 6.4 | 6.7 | 5.2 | 5.2 | 3.9 | 4.0 | 3.4 | 3.5 | 6.6 | 6.9 | 7.1 | 7.2 | 5.3 | 5.2 | 5.2 | 5.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 25.9 | 26.3 | 26.6 | 27.5 | 29.1 | 30.0 | 29.4 | 30.4 | 31.4 | 32.1 | 31.6 | 31.7 | 30.8 | 31.0 | 30.3 | 31.1 |
| | WK. 2 | 24.2 | 24.7 | 25.0 | 25.6 | 27.1 | 27.9 | 28.0 | 29.1 | 29.9 | 30.0 | 29.7 | 29.6 | 28.8 | 29.0 | 28.1 | 28.6 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



DAY MON.-FRI. FEB.2-6, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.26-30, 1987

## WEEK 1

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 9,260<br>10.6 | | | | | | | | | | | | | | 11,100<br>12.7 | |
| | | ← GENERAL HOSPITAL → | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 7,430<br>8.5 | 8.4* | | 8.6* | | | | | | | | | | | 9,440<br>10.8 | |
| | SHARE OF AUDIENCE % | 27 | 27 * | | 27 * | | | | | | | | | | | 18 | |
| | AVG. AUD. BY ¼ HR. % | 8.3 | 8.5 | 8.6 | 8.7 | | | | | | | | | | | 10.8 | 10.8 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 7,520<br>8.6 | | | | | | | | | | | | | | 13,980<br>16.0 | |
| | | ← GUIDING LIGHT (SD)(SUS-SD) → | | | | ← (S)(OP) → | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,940<br>6.8 | 6.7* | | 7.0* | | | | | | | | | | | 12,150<br>13.9 | |
| | SHARE OF AUDIENCE % | 21 | 22 * | | 22 * | | | | | | | | | | | 24 | |
| | AVG. AUD. BY ¼ HR. % | 6.7 | 6.8 | 6.9 | 7.0 | | | | | | | | | | | 13.8 | 14.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 5,240<br>6.0 | | | | | | | | | | | | | | 12,500<br>14.3 | |
| | | ← SANTA BARBARA → | | | | ← (S)(OP) → | | | | | | | | | | NBC NIGHTLY NEWS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,020<br>4.6 | 4.5* | | 4.7* | | | | | | | | | | | 10,840<br>12.4 | |
| | SHARE OF AUDIENCE % | 15 | 15 * | | 15 * | | | | | | | | | | | 21 | |
| | AVG. AUD. BY ¼ HR. % | 4.6 | 4.5 | 4.7 | 4.7 | | | | | | | | | | | 12.1 | 12.8 |

## WEEK 2

| | TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 8,830<br>10.1 | | | | | | | | | | | | | | 11,540<br>13.2 | |
| | | ← GENERAL HOSPITAL → | | | | | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,900<br>7.9 | 7.7* | | 8.1* | | | | | | | | | | | 9,880<br>11.3 | |
| | SHARE OF AUDIENCE % | 26 | 26 * | | 26 * | | | | | | | | | | | 20 | |
| | AVG. AUD. BY ¼ HR. % | 7.5 | 7.9 | 8.1 | 8.1 | | | | | | | | | | | 11.1 | 11.5 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 7,340<br>8.4 | | | | | | | | | | | | | | 12,500<br>14.3 | |
| | | ← GUIDING LIGHT (SD)(SUS-SD) → | | | | | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,940<br>6.8 | 6.6* | | 6.9* | | | | | | | | | | | 10,750<br>12.3 | |
| | SHARE OF AUDIENCE % | 22 | 22 * | | 22 * | | | | | | | | | | | 22 | |
| | AVG. AUD. BY ¼ HR. % | 6.5 | 6.7 | 6.9 | 6.9 | | | | | | | | | | | 12.3 | 12.4 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | 4,890<br>5.6 | | | | | | | | | | | | | | 12,850<br>14.7 | |
| | | ← SANTA BARBARA → | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,670<br>4.2 | 4.1* | | 4.4* | | | | | | | | | | | 11,270<br>12.9 | |
| | SHARE OF AUDIENCE % | 14 | 14 * | | 14 * | | | | | | | | | | | 23 | |
| | AVG. AUD. BY ¼ HR. % | 4.1 | 4.0 | 4.3 | 4.6 | | | | | | | | | | | 12.8 | 13.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 31.1 | 32.1 | 32.7 | 34.1 | 35.4 | 38.0 | 39.5 | 41.3 | 43.7 | 46.5 | 48.6 | 51.4 | 54.3 | 56.6 | 58.5 | 60.5 |
| | WK. 2 | 29.4 | 31.2 | 31.9 | 33.0 | 33.4 | 35.6 | 36.9 | 38.7 | 40.8 | 43.3 | 45.4 | 48.3 | 51.4 | 54.0 | 56.1 | 57.7 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.31, 1987

## WEEK 1

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,450 | | 4,280 | | 4,280 | | 5,240 | | 5,420 | | 5,160 | |
| TOTAL AUDIENCE (%) | | | | | 2.8 | | 4.9 | | 4.9 | | 6.0 | | 6.2 | | 5.9 | |
| Program | | | | | WUZZLES | | CARE BEAR FAMILY | | FLINTSTONE KIDS 1 | | FLINTSTONE KIDS 2 | | REAL GHOSTBUSTERS | | POUND PUPPIES | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,920 | | 3,230 | | 3,930 | | 4,280 | | 4,630 | | 4,370 | |
| AVERAGE AUDIENCE (%) | | | | | 2.2 | | 3.7 | | 4.5 | | 4.9 | | 5.3 | | 5.0 | |
| SHARE OF AUDIENCE % | | | | | 13 | | 17 | | 18 | | 17 | | 17 | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.0 | 2.5 | 3.4 | 4.1 | 4.4 | 4.5 | 4.9 | 5.0 | 5.1 | 5.6 | 5.0 | 4.9 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 3,150 | | 3,670 | | 6,470 | | | | 6,730 | | 5,860 | |
| TOTAL AUDIENCE (%) | | | | | 3.6 | | 4.2 | | 7.4 | | | | 7.7 | | 6.7 | |
| Program | | | | | BERENSTAIN BEARS (SUS-SD) | | WILDFIRE (SUS-SD) | | ← MUPPET BABIES → | | | | PEE WEE'S PLAYHOUSE | | TEEN WOLF | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 2,450 | | 3,150 | | 4,280 | | | | 5,590 | | 4,890 | |
| AVERAGE AUDIENCE (%) | | | | | 2.8 | | 3.6 | | 4.9 | 4.6* | | 5.3* | 6.4 | | 5.6 | |
| SHARE OF AUDIENCE % | | | | | 17 | | 16 | | 18 | 18 * | | 18 * | 20 | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.4 | 3.1 | 3.4 | 3.9 | 4.5 | 4.7 | 5.2 | 5.5 | 6.1 | 6.7 | 5.7 | 5.5 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 4,370 | | 5,680 | | 6,470 | | 7,430 | | 8,220 | | 8,830 | |
| TOTAL AUDIENCE (%) | | | | | 5.0 | | 6.5 | | 7.4 | | 8.5 | | 9.4 | | 10.1 | |
| Program | | | | | KISSYFUR | | GUMMI BEARS (SD) | | SMURFS I | | SMURFS II | | SMURFS III (SD) | | ALVIN AND THE CHIPMUNKS | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 3,580 | | 4,810 | | 5,420 | | 6,380 | | 7,080 | | 7,690 | |
| AVERAGE AUDIENCE (%) | | | | | 4.1 | | 5.5 | | 6.2 | | 7.3 | | 8.1 | | 8.8 | |
| SHARE OF AUDIENCE % | | | | | 24 | | 25 | | 24 | | 25 | | 26 | | 27 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.8 | 4.4 | 5.2 | 5.8 | 6.0 | 6.4 | 7.0 | 7.5 | 8.3 | 7.8 | 8.9 | 8.8 |

## WEEK 2

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,360 | | 3,320 | | 4,020 | | 4,720 | | 5,420 | | 4,720 | |
| TOTAL AUDIENCE (%) | | | | | 2.7 | | 3.8 | | 4.6 | | 5.4 | | 6.2 | | 5.4 | |
| Program | | | | | WUZZLES | | CARE BEAR FAMILY | | FLINTSTONE KIDS 1 | | FLINTSTONE KIDS 2 | | REAL GHOSTBUSTERS | | POUND PUPPIES | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,920 | | 2,880 | | 3,150 | | 3,930 | | 4,630 | | 3,850 | |
| AVERAGE AUDIENCE (%) | | | | | 2.2 | | 3.3 | | 3.6 | | 4.5 | | 5.3 | | 4.4 | |
| SHARE OF AUDIENCE % | | | | | 13 | | 15 | | 14 | | 16 | | 18 | | 14 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.9 | 2.5 | 3.1 | 3.4 | 3.3 | 4.0 | 4.3 | 4.6 | 5.1 | 5.5 | 4.5 | 4.3 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,530 | | 3,320 | | 6,380 | | | | 5,160 | | 5,940 | |
| TOTAL AUDIENCE (%) | | | | | 2.9 | | 3.8 | | 7.3 | | | | 5.9 | | 6.8 | |
| Program | | | | | BERENSTAIN BEARS (SUS-SD) | | WILDFIRE (SUS-SD) | | ← MUPPET BABIES → | | | | PEE WEE'S PLAYHOUSE | | TEEN WOLF | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 2,100 | | 2,620 | | 4,200 | | | | 4,630 | | 4,980 | |
| AVERAGE AUDIENCE (%) | | | | | 2.4 | | 3.0 | | 4.8 | 4.6* | | 5.1* | 5.3 | | 5.7 | |
| SHARE OF AUDIENCE % | | | | | 15 | | 14 | | 18 | 18 * | | 18 * | 18 | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.3 | 2.6 | 2.8 | 3.3 | 4.3 | 4.9 | 5.0 | 5.1 | 5.1 | 5.5 | 5.6 | 5.8 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 4,370 | | 5,770 | | 6,990 | | 7,600 | | 8,220 | | 8,220 | |
| TOTAL AUDIENCE (%) | | | | | 5.0 | | 6.6 | | 8.0 | | 8.7 | | 9.4 | | 9.4 | |
| Program | | | | | KISSYFUR (SUS-SD) | | GUMMI BEARS (SD) | | SMURFS I | | SMURFS II | | SMURFS III (SD) | | ALVIN AND THE CHIPMUNKS | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 3,760 | | 4,980 | | 5,940 | | 6,730 | | 6,990 | | 7,340 | |
| AVERAGE AUDIENCE (%) | | | | | 4.3 | | 5.7 | | 6.8 | | 7.7 | | 8.0 | | 8.4 | |
| SHARE OF AUDIENCE % | | | | | 26 | | 26 | | 27 | | 27 | | 26 | | 27 | |
| AVG. AUD. BY ¼ HR. % | | | | | 4.0 | 4.6 | 5.5 | 5.9 | 6.5 | 7.1 | 7.6 | 7.7 | 8.0 | 8.0 | 8.3 | 8.5 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 8.5 | 10.3 | 12.5 | 15.3 | 17.5 | 20.5 | 23.1 | 24.3 | 25.1 | 26.9 | 28.3 | 30.0 | 32.2 | 32.8 | 33.0 | 32.8 |
| WK. 2 | 9.2 | 10.8 | 12.6 | 14.6 | 16.8 | 19.2 | 22.0 | 23.9 | 25.5 | 27.5 | 28.9 | 29.8 | 29.9 | 31.0 | 30.2 | 30.9 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



DAY SAT. FEB.7, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.31, 1987

| | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 ABC TV | TOTAL AUDIENCE (Households (000) & %) | 6,290<br>7.2 | | 4,370<br>5.0 | | 4,280<br>4.9 | | 2,360<br>2.7 | | 3,060<br>3.5 | | | | | | | |
| | | BUGS BUNNY & TWEETY SHOW | | ALL NEW EWOKS | | ABC WEEKEND SPECIALS<br>A DIFFERENT TWIST | | HEALTH SHOW | | AMERICAN BANDSTAND | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 5,510<br>6.3 | | 3,850<br>4.4 | | 3,320<br>3.8 | | 1,840<br>2.1 | | 2,360<br>2.7 | | | | | | | |
| | SHARE OF AUDIENCE % | 19 | | 13 | | 12 | | 6 | | 9 | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 6.1 | 6.5 | 4.4 | 4.3 | 3.6 | 4.0 | 2.2 | 2.0 | 2.6 | 2.9 | | | | | | |
| WEEK 1 CBS TV | TOTAL AUDIENCE (Households (000) & %) | 4,460<br>5.1 | | 3,410<br>3.9 | | 2,620<br>3.0 | | 3,320<br>3.8 | | 9,880<br>11.3 | | | | | | | |
| | | GALAXY HIGH SCHOOL | | CBS STORYBREAK | | ROCK N WRESTLING-1<br>(SD) | | ROCK N WRESTLING-2 | | ← CBS NCAA BASKETBALL-SAT →<br>IOWA VS MICHIGAN<br>(1:00-3:10PM)<br>(-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,850<br>4.4 | | 2,710<br>3.1 | | 2,190<br>2.5 | | 2,710<br>3.1 | | 4,020<br>4.6 | 4.3* | | 4.3* | | 4.6* | | 4.9* |
| | SHARE OF AUDIENCE % | 13 | | 9 | | 8 | | 10 | | 14 | 13 * | | 13 * | | 14 * | | 14 * |
| | AVG. AUD. BY ¼ HR. % | 4.5 | 4.3 | 3.2 | 3.1 | 2.6 | 2.5 | 2.8 | 3.4 | 4.4 | 4.1 | 4.1 | 4.5 | 4.5 | 4.6 | 4.6 | 5.2 |
| WEEK 1 NBC TV | TOTAL AUDIENCE (Households (000) & %) | 7,080<br>8.1 | | 6,900<br>7.9 | | 6,030<br>6.9 | | 4,280<br>4.9 | | 6,820<br>7.8 | | | | | | | |
| | | FOOFUR | | IT'S PUNKY BREWSTER<br>(SD) | | LAZER TAG ACADEMY | | KIDD VIDEO | | ← NBC COLLEGE BSKBL SAT →<br>OKLAHOMA VS NC STATE<br>WASHINGTON VS USC<br>(MULTI-SEGMENT TELECAST)(-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,210<br>7.1 | | 6,210<br>7.1 | | 5,160<br>5.9 | | 3,760<br>4.3 | | 2,450<br>2.8 | 3.0* | | 2.6* | | 2.7* | | 3.0* |
| | SHARE OF AUDIENCE % | 21 | | 21 | | 18 | | 13 | | 8 | 9 * | | 8 * | | 8 * | | 8 * |
| | AVG. AUD. BY ¼ HR. % | 7.2 | 7.0 | 7.1 | 7.1 | 5.9 | 5.9 | 4.5 | 4.2 | 3.1 | 2.8 | 2.6 | 2.6 | 2.7 | 2.8 | 2.9 | 3.0 |
| WEEK 2 ABC TV | TOTAL AUDIENCE (Households (000) & %) | 5,420<br>6.2 | | 4,540<br>5.2 | | 3,500<br>4.0 | | 1,840<br>2.1 | | 3,150<br>3.6 | | | | | | | |
| | | BUGS BUNNY & TWEETY SHOW | | ALL NEW EWOKS | | ABC WEEKEND SPECIALS<br>THE RED ROOM RIDDLE | | HEALTH SHOW | | AMERICAN BANDSTAND | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 4,460<br>5.1 | | 3,850<br>4.4 | | 2,970<br>3.4 | | 1,570<br>1.8 | | 2,100<br>2.4 | | | | | | | |
| | SHARE OF AUDIENCE % | 16 | | 14 | | 11 | | 6 | | 8 | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 4.9 | 5.3 | 4.2 | 4.6 | 3.3 | 3.4 | 1.9 | 1.7 | 2.3 | 2.6 | | | | | | |
| WEEK 2 CBS TV | TOTAL AUDIENCE (Households (000) & %) | 3,850<br>4.4 | | 2,530<br>2.9 | | 2,190<br>2.5 | | 3,060<br>3.5 | | 9,180<br>10.5 | | | | | | | |
| | | GALAXY HIGH SCHOOL | | CBS STORYBREAK | | ROCK N WRESTLING-1(B)<br>(SD) | | ROCK N WRESTLING-2 | | ← CBS NCAA BASKETBALL-SAT →<br>VILLANOVA VS GEORGETOWN<br>(1:00-3:24PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 3,320<br>3.8 | | 2,360<br>2.7 | | 1,750<br>2.0 | | 2,620<br>3.0 | | 3,410<br>3.9 | 3.7* | | 3.5* | | 3.5* | | 3.8* |
| | SHARE OF AUDIENCE % | 12 | | 9 | | 6 | | 10 | | 12 | 12 * | | 11 * | | 11 * | | 12 * |
| | AVG. AUD. BY ¼ HR. % | 3.9 | 3.8 | 2.7 | 2.6 | 2.0 | 2.0 | 2.8 | 3.1 | 3.6 | 3.7 | 3.5 | 3.6 | 3.7 | 3.4 | 3.6 | 4.0 |
| WEEK 2 NBC TV | TOTAL AUDIENCE (Households (000) & %) | 7,170<br>8.2 | | 6,640<br>7.6 | | 6,380<br>7.3 | | 4,370<br>5.0 | | 7,870<br>9.0 | | | | | | | |
| | | FOOFUR | | IT'S PUNKY BREWSTER<br>(SD) | | LAZER TAG ACADEMY | | KIDD VIDEO | | ← NBC COLLEGE BSKBL SAT →<br>KENT VS ALABAMA<br>UCLA VS CALIFORNIA<br>(MULTI-SEGMENT TELECAST)(-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,290<br>7.2 | | 6,030<br>6.9 | | 5,510<br>6.3 | | 3,850<br>4.4 | | 3,500<br>4.0 | 4.0* | | 3.9* | | 3.8* | | 4.1* |
| | SHARE OF AUDIENCE % | 23 | | 22 | | 20 | | 14 | | 12 | 13 * | | 12 * | | 11 * | | 12 * |
| | AVG. AUD. BY ¼ HR. % | 7.2 | 7.2 | 7.1 | 6.8 | 6.2 | 6.5 | 4.6 | 4.3 | 4.1 | 3.9 | 4.0 | 3.8 | 3.9 | 3.8 | 3.9 | 4.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 32.8 | 32.5 | 32.8 | 32.7 | 31.6 | 31.6 | 31.4 | 32.1 | 31.4 | 31.3 | 31.0 | 31.9 | 32.2 | 33.0 | 34.0 | 35.3 |
| | WK. 2 | 31.6 | 32.2 | 31.5 | 31.5 | 30.5 | 31.0 | 31.0 | 30.5 | 29.8 | 29.9 | 30.0 | 30.6 | 31.0 | 31.7 | 32.1 | 32.3 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



DAY SAT. FEB.7, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN.31, 1987

| TIME | | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 9,350<br>10.7 | | | | | | 13,280<br>15.2 | | | | | | | | 8,300<br>9.5 | |
| Program | | PRO BOWLERS TOUR (3:00-4:33PM)(→OP) | | | | | | ABC WIDE WORLD-SPORTS SAT (4:33-6:00PM)(OP) | | | | | | | | ABC WRLD NEWS TONIGHT-SAT | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,590<br>6.4 | 5.7* | | 6.4* | | 7.1* | 6,900<br>7.9 | 7.5* | | 8.0* | | 8.3* | | | 6,820<br>7.8 | |
| SHARE OF AUDIENCE | % | 17 | 16 * | | 17 * | | 18 * | 18 | 19 * | | 18 * | | 18 * | | | 14 | |
| AVG. AUD. BY ¼ HR. | % | 5.1 | 6.2 | 6.4 | 6.4 | 6.8 | 7.3 | 7.6 | 7.4 | 7.6 | 8.4 | 8.2 | 8.3 | | | 7.4 | 8.3 |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 9,880<br>11.3 | | | | | | | | | 6,640<br>7.6 | | | | | 9,090<br>10.4 | |
| Program | | CBS NCAA BASKETBALL-SAT 2 SYRACUSE VS GEORGETOWN (3:10-5:24PM)(OP)(→OP) | | | | | | | | | AT&T PEBBLE BEACH GOLF-SA (5:24-6:00PM)(OP) | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,200<br>4.8 | 4.2* | | 4.2* | | 4.3* | | 4.8* | | 5,240<br>6.0 | | 6.0* | | | 7,690<br>8.8 | |
| SHARE OF AUDIENCE | % | 13 | 12 * | | 12 * | | 12 * | | 13 * | | 14 | | 14 * | | | 16 | |
| AVG. AUD. BY ¼ HR. | % | 4.2 | 4.2 | 4.3 | 4.2 | 4.1 | 4.5 | 4.7 | 4.9 | 6.5 | 5.5 | 5.7 | 6.3 | | | 8.6 | 9.1 |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 5,860<br>6.7 | | | | | | | | | | | | | | 9,090<br>10.4 | |
| Program | | NBC COLLEGE BSKBL 2 SAT KANSAS VS LOUISVILLE (3:07-5:07PM)(OP) | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,190<br>2.5 | 2.5* | | 2.3* | | 2.2* | | 2.7* | 2.9* | | | | | | 7,870<br>9.0 | |
| SHARE OF AUDIENCE | % | 7 | 7 * | | 7 * | | 6 * | | 7 * | 7 * | | | | | | 17 | |
| AVG. AUD. BY ¼ HR. | % | 2.8 | 2.4 | 2.1 | 2.5 | 2.3 | 2.1 | 2.6 | 2.8 | 2.9 | | | | | | 8.8 | 9.2 |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 8,130<br>9.3 | | | | | | 12,590<br>14.4 | | | | | | | | 9,350<br>10.7 | |
| Program | | PRO BOWLERS TOUR | | | | | | ABC WIDE WORLD-SPORTS SAT | | | | | | | | ABC WRLD NEWS TONIGHT-SAT | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,890<br>5.6 | 5.0* | | 5.8* | | 5.9* | 6,030<br>6.9 | 5.8* | | 6.5* | | 8.3* | | | 7,870<br>9.0 | |
| SHARE OF AUDIENCE | % | 16 | 15 * | | 16 * | | 16 * | 17 | 15 * | | 16 * | | 19 * | | | 18 | |
| AVG. AUD. BY ¼ HR. | % | 4.6 | 5.4 | 5.8 | 5.8 | 6.1 | 5.8 | 5.8 | 5.9 | 6.5 | 6.4 | 7.6 | 9.1 | | | 8.7 | 9.3 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 6,210<br>7.1 | | | | | | | 6,560<br>7.5 | | | | | | 9,000<br>10.3 | |
| Program | | (1) (→OP) | CBS NCAA BASKETBALL-SAT 2 MIAMI VS NAVY IOWA VS ARIZONA (MULTI-SEGMENT TELECAST)(OP)(→OP) | | | | | | | CBS SPORTS SATURDAY (OP) | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,060<br>3.5 | | 3.5* | | 3.4* | | 3.6* | 3,850<br>4.4 | 4.2* | | 4.7* | | | 7,600<br>8.7 | |
| SHARE OF AUDIENCE | % | | 10 | | 10 * | | 10 * | | 10 * | 11 | 11 * | | 12 * | | | 17 | |
| AVG. AUD. BY ¼ HR. | % | 5.2 | 4.0 | 3.7 | 3.3 | 3.3 | 3.4 | 3.6 | 3.5 | 3.5 | 4.8 | 4.8 | 4.6 | | | 8.6 | 8.8 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 7,950<br>9.1 | | | | | | | | | 6,210<br>7.1 | | | | | 6,470<br>7.4 | |
| Program | | NBC COLLEGE BSKBL 2 SAT NC STATE VS LOUISVILLE (3:00-5:18PM)(→OP) | | | | | | | | | HAWAIIAN OPEN GOLF-SAT (5:18-6:30PM)(OP) | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,800<br>3.2 | 2.9* | | 3.0* | | 3.0* | | 3.3* | | 3,150<br>3.6 | | 3.5* | | 3.9* | 5,160<br>5.9 | |
| SHARE OF AUDIENCE | % | 9 | 9 * | | 9 * | | 9 * | | 9 * | | 9 | | 9 * | | 9 * | 12 | |
| AVG. AUD. BY ¼ HR. | % | 3.1 | 2.6 | 2.9 | 3.2 | 3.0 | 3.0 | 3.1 | 3.5 | 3.9 | 3.0 | 3.3 | 3.7 | 4.0 | 3.9 | 5.4 | 6.4 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 36.1 | 36.2 | 36.6 | 37.2 | 38.4 | 39.4 | 40.1 | 40.8 | 42.9 | 44.6 | 45.6 | 47.7 | 50.9 | 53.0 | 53.7 | 55.6 |
| | WK. 2 | 32.9 | 34.0 | 35.0 | 35.6 | 35.9 | 36.5 | 37.3 | 38.3 | 39.7 | 40.8 | 42.6 | 44.7 | 47.9 | 49.6 | 51.0 | 52.2 |

U.S. TV Households: 87,400,000

(1)CBS NCAA BASKETBALL-SAT,VILLANOVA VS GEORGETOWN,CBS,(1:00-3:24PM)

For explanation of symbols, See page A.

DAY SAT. FEB.7, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1987

| | | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEK 1 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,950<br>9.1 | | | | | | 3,060<br>3.5 | |
| | | Program | | | | | | | | | ← SUNDAY MORNING → | | | | | | FACE THE NATION | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,630<br>5.3 | 5.0* | | 5.6* | | 5.5* | 2,620<br>3.0 | |
| | | SHARE OF AUDIENCE % | | | | | | | | | 19 | 20 * | | 20 * | | 19 * | 10 | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | 4.7 | 5.2 | 5.4 | 5.8 | 5.5 | 5.4 | 3.3 | 2.7 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| WEEK 2 | ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| | CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 7,870<br>9.0 | | | | | | 3,670<br>4.2 | |
| | | Program | | | | | | | | | ← SUNDAY MORNING → | | | | | | FACE THE NATION | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 4,200<br>4.8 | 4.4* | | 5.2* | | 4.9* | 2,880<br>3.3 | |
| | | SHARE OF AUDIENCE % | | | | | | | | | 20 | 20 * | | 21 * | | 18 * | 10 | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.9 | 4.8 | 5.2 | 5.2 | 5.0 | 4.8 | 3.0 | 3.5 |
| | NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| | | SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| | | AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) | | WK. 1 | 6.4 | 7.7 | 8.7 | 10.9 | 15.0 | 17.9 | 19.8 | 22.2 | 25.0 | 26.8 | 27.5 | 28.3 | 28.3 | 28.6 | 29.2 | 28.9 |
| | | WK. 2 | 7.2 | 8.5 | 9.4 | 11.3 | 13.7 | 16.0 | 18.8 | 20.7 | 22.8 | 24.2 | 24.9 | 26.7 | 27.6 | 28.4 | 28.2 | 28.6 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



DAY SUN. FEB.8, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1987

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,630<br>5.3 | | | | 1,050<br>1.2 | | | | | | 6,030<br>6.9 | | | |
| Program | | | ← THIS WEEK-DAVID BRINKLEY → | | | | BUSINESS WORLD | | | | | | ← ABC COLLEGE BSKTBALL GAME — UNLV VS AUBURN (2:00-4:03PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,060<br>3.5 | 3.5* | | 3.5* | 960<br>1.1 | | | | | | 1,840<br>2.1 | 1.5* | | 1.7* |
| SHARE OF AUDIENCE % | | | 11 | 12 * | | 11 * | 4 | | | | | | 6 | 4 * | | 5 * |
| AVG. AUD. BY ¼ HR. % | | | 3.4 | 3.6 | 3.5 | 3.5 | 1.1 | 1.1 | | | | | 1.4 | 1.6 | 1.7 | 1.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 10,840<br>12.4 | | | | | | | |
| Program | FOR OUR TIMES (SUS) | | | | | | | | ← NBA ON CBS — HOUSTON VS ATLANTA (1:00-3:34PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,930<br>4.5 | 3.5* | | 4.3* | | 4.3* | | 4.5* |
| SHARE OF AUDIENCE % | | | | | | | | | 12 | 11 * | | 12 * | | 12 * | | 12 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.4 | 3.7 | 4.3 | 4.4 | 4.3 | 4.3 | 4.5 | 4.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 3,150<br>3.6 | | 7,870<br>9.0 | | | | | | | |
| Program | | | | | | | MEET THE PRESS | | ← NBC COLLEGE BSKBL SUN — NC STATE VS NOTRE DAME (1:00-3:03PM) (-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,270<br>2.6 | | 4,110<br>4.7 | 4.2* | | 4.9* | | 4.6* | | 4.9* |
| SHARE OF AUDIENCE % | | | | | | | 8 | | 13 | 13 * | | 14 * | | 13 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 2.6 | 2.6 | 3.8 | 4.6 | 5.0 | 4.8 | 4.6 | 4.7 | 4.6 | 5.1 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 6,560<br>7.5 | | | | 1,570<br>1.8 | | | | | | 5,940<br>6.8 | | | |
| Program | | | ← THIS WEEK-DAVID BRINKLEY → | | | | BUSINESS WORLD | | | | | | ← ABC COLLEGE BSKTBALL GAME — NOTRE DAME VS KANSAS (2:00-4:14PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,930<br>4.5 | 4.5* | | 4.4* | 1,140<br>1.3 | | | | | | 1,920<br>2.2 | 1.9* | | 2.1* |
| SHARE OF AUDIENCE % | | | 14 | 14 * | | 14 * | 4 | | | | | | 6 | 5 * | | 6 * |
| AVG. AUD. BY ¼ HR. % | | | 4.6 | 4.4 | 4.4 | 4.5 | 1.3 | 1.3 | | | | | 2.0 | 1.9 | 1.9 | 2.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 6,210<br>7.1 | | | 10,230<br>11.7 | | | | | | | | |
| Program | FOR OUR TIMES (SUS) | | | | CBS SPORTS SPECIAL-SUN — BUSCH CLASH | | | ← NCAA BSKBL SPCL — MICHIGAN VS INDIANA → | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 4,280<br>4.9 | 4.7* | 5.3* | 4,200<br>4.8 | | 4.6* | | 4.9* | | 5.1* | | 4.8* |
| SHARE OF AUDIENCE % | | | | | 15 | 15 * | 16 * | 14 | | 14 * | | 14 * | | 15 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | 4.5 | 5.0 | 5.3 | 4.1 | 4.5 | 4.7 | 5.1 | 4.7 | 5.2 | 4.9 | 5.0 | 4.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 3,410<br>3.9 | | 9,530<br>10.9 | | | | | | | |
| Program | | | | | | | MEET THE PRESS | | ← NBC COLLEGE BSKBL SUN — VIRGINIA VS NORTH CAROLINA (1:00-3:20PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,450<br>2.8 | | 3,320<br>3.8 | 2.2* | | 3.1* | | 3.8* | | 4.6* |
| SHARE OF AUDIENCE % | | | | | | | 9 | | 11 | 7 * | | 9 * | | 11 * | | 13 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 2.8 | 2.9 | 2.0 | 2.3 | 2.9 | 3.2 | 3.8 | 3.9 | 4.3 | 5.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 29.7 | 30.1 | 30.2 | 31.3 | 31.7 | 31.7 | 32.6 | 33.7 | 33.5 | 35.0 | 36.0 | 37.0 | 37.5 | 38.1 | 38.6 | 39.6 |
| WK. 2 | 28.9 | 29.7 | 31.1 | 31.9 | 32.5 | 33.9 | 34.3 | 34.0 | 33.4 | 34.0 | 35.3 | 35.6 | 36.1 | 36.7 | 37.6 | 38.6 |

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. FEB.8, 1987

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB.1, 1987

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** – Program | ABC COLLEGE BSKTBALL GAME UNLV VS AUBURN (2:00-4:03PM)(→OP) | | | | ABC WIDE WORLD-SPORTS SUN (4:03-7:27PM)(OP) | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 25,520 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 29.2 | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,490 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 2.0* | | 2.8* | 12.0 | 8.4* | | 10.4* | | 11.7* | | 11.7* | | 13.0* | | 13.7* |
| SHARE OF AUDIENCE % | | 5 * | | 7 * | 24 | 20 * | | 24 * | | 26 * | | 25 * | | 25 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | 2.1 | 1.8 | 2.4 | 3.3 | 7.4 | 9.2 | 9.9 | 10.9 | 11.6 | 11.9 | 11.5 | 11.9 | 13.1 | 12.9 | 13.3 | 14.0 |
| **CBS TV** – Program | NBA ON CBS HOUSTON VS ATLANTA (1:00-3:34PM)(→OP) | | AT&T PEBBLE BEACH GOLF-SU (3:34-6:00PM)(OP) | | | | | | | | | | CBS EVENING NEWS-SUNDAY | | | |
| TOTAL AUDIENCE (Households (000)) | | | 11,890 | | | | | | | | | | 9,880 | | | |
| TOTAL AUDIENCE (%) | | | 13.6 | | | | | | | | | | 11.3 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 5,330 | | | | | | | | | | 7,950 | | | |
| AVERAGE AUDIENCE (%) | | 5.7* | 6.1 | 5.2* | | 5.4* | | 5.8* | | 6.8* | | 7.2* | 9.1 | | | |
| SHARE OF AUDIENCE % | | 15 * | 14 | 13 * | | 13 * | | 13 * | | 15 * | | 15 * | 16 | | | |
| AVG. AUD. BY ¼ HR. % | 5.2 | 6.3 | 5.2 | 5.3 | 5.5 | 5.2 | 5.7 | 6.0 | 6.6 | 7.1 | 7.4 | 7.1 | 8.5 | 9.7 | | |
| **NBC TV** – Program | SPORTSWORLD (3:03-4:30PM)(OP) | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SUN | |
| TOTAL AUDIENCE (Households (000)) | 8,910 | | | | | | | | | | | | | | 10,140 | |
| TOTAL AUDIENCE (%) | 10.2 | | | | | | | | | | | | | | 11.6 | |
| AVERAGE AUDIENCE (Households (000)) | 4,280 | | | | | | | | | | | | | | 8,570 | |
| AVERAGE AUDIENCE (%) | 4.9 | 4.3* | | 5.3* | | 5.1* | | | | | | | | | 9.8 | |
| SHARE OF AUDIENCE % | 12 | 11 * | | 13 * | | 12 * | | | | | | | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 4.1 | 4.5 | 5.1 | 5.4 | 5.8 | 4.4 | | | | | | | | | 9.7 | 10.0 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** – Program | ABC COLLEGE BSKTBALL GAME NOTRE DAME VS KANSAS (2:00-4:14PM)(→OP) | | | | | ABC WIDE WRLD-SPORTS SPEC (4:14-5:00PM)(OP) | | | AMERICA'S CUP CHALLENGE | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| TOTAL AUDIENCE (Households (000)) | | | | | 4,720 | | | | 7,430 | | | | | | 10,230 | |
| TOTAL AUDIENCE (%) | | | | | 5.4 | | | | 8.5 | | | | | | 11.7 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 3,060 | | | | 4,110 | | | | | | 8,480 | |
| AVERAGE AUDIENCE (%) | | 1.9* | | 2.4* | 3.5 | 2.7* | | 3.8* | 4.7 | 4.5* | | 5.0* | | | 9.7 | |
| SHARE OF AUDIENCE % | | 5 * | | 6 * | 8 | 7 * | | 9 * | 10 | 10 * | | 11 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 1.7 | 2.0 | 2.4 | 2.3 | 2.5 | 2.7 | 3.8 | 3.9 | 4.4 | 4.6 | 4.8 | 5.1 | | | 9.5 | 9.9 |
| **CBS TV** – Program | NBA ALLSTAR PRE-GAME | NBA ALLSTAR GAME (3:15-6:23PM)(→OP) | | | | | | | | | | | CBS EVENING NEWS-SUNDAY(B) (6:00-6:23PM)(OP)(SD) | | | |
| TOTAL AUDIENCE (Households (000)) | 6,120 | 19,490 | | | | | | | | | | | 3,580 | | | |
| TOTAL AUDIENCE (%) | 7.0 | 22.3 | | | | | | | | | | | 4.1 | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,860 | 9,000 | | | | | | | | | | | 3,150 | | | |
| AVERAGE AUDIENCE (%) | 6.7 | 10.3 | | 9.1* | | 9.6* | | 9.6* | | 10.5* | | 11.6* | 3.6 | | | |
| SHARE OF AUDIENCE % | 18 | 24 | | 23 * | | 24 * | | 23 * | | 24 * | | 25 * | 7 | | | |
| AVG. AUD. BY ¼ HR. % | 6.7 | 8.2 | 9.3 | 8.9 | 9.1 | 10.0 | 9.4 | 9.8 | 10.7 | 10.4 | 10.8 | 12.3 | 3.6 | 3.6 | | |
| **NBC TV** – Program | (1) (→OP) | SPORTSWORLD (3:20-4:30PM)(OP) | | | | | HAWAIIAN OPEN GOLF-SUN | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | 7,430 | | | | | 13,280 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | 8.5 | | | | | 15.2 | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | 4,200 | | | | | 5,330 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 4.8 | | 4.6* | | 5.4* | 6.1 | 5.6* | | 5.7* | | 5.8* | | 6.2* | | 7.4* |
| SHARE OF AUDIENCE % | | 12 | | 12 * | | 13 * | 13 | 13 * | | 13 * | | 12 * | | 12 * | | 14 * |
| AVG. AUD. BY ¼ HR. % | 6.1 | 3.9 | 4.3 | 5.0 | 5.6 | 5.2 | 5.7 | 5.4 | 5.7 | 5.8 | 5.6 | 6.0 | 5.9 | 6.5 | 7.1 | 7.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 39.6 | 40.4 | 40.7 | 41.7 | 43.3 | 44.8 | 44.7 | 45.7 | 47.0 | 47.9 | 49.1 | 51.6 | 55.0 | 56.9 | 58.7 | 60.7 |
| WK. 2 | 38.4 | 38.1 | 39.5 | 40.3 | 40.8 | 42.2 | 43.2 | 43.8 | 45.6 | 47.3 | 48.2 | 50.3 | 53.9 | 55.6 | 56.6 | 58.0 |

U.S. TV Households: 87,400,000

(1)NBC COLLEGE BSKBL SUN,VIRGINIA VS NORTH CAROLINA,NBC,(1:00-3:20PM)

For explanation of symbols, See page A.

DAY SUN. FEB.8, 1987

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-MON | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 10,400 | 11.9 | 10,400 | 11.9 | 18 | 11.9 | |
| ABC ABC NEWSBRIEF-MON | 1 | 9.56- 9.57PM | 9.45 | 16,260 | 18.6 | 16,260 | 18.6 | 26 | 18.6 | | | | | | | | |
| | 2 | 9.53- 9.55PM | 9.45 | | | | | | | | 9,180 | 10.5 | 9,000 | 10.3 | 16 | 10.3 | |
| CBS WE THE PEOPLE SUS(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-TUE | 1 | 8.58- 8.59PM | 8.45 | 16,520 | 18.9 | 16,520 | 18.9 | 27 | 18.9 | | | | | | | | |
| | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | 14,070 | 16.1 | 14,070 | 16.1 | 24 | 16.1 | |
| ABC JACK & MIKE | 1 | 10.16-11.16PM | →GRID | 16,260 | 18.6 | 10,840 | 12.4 | 22 | | | | | | | | | |
| | | | 11.00 | | | | | | 12.7 | | | | | | | | |
| | | | 11.15 | | | | 12.5* | 24* | 10.2 | | | | | | | | |
| CBS STATE-UNION ANALYSIS(SUS) | 1 | 9.40- 9.47PM | 9.30 | | | | | | | | | | | | | | |
| NBC PRES STATE UNION ANALYSIS(S) | 1 | 9.40- 9.47PM | 9.30 | 13,280 | 15.2 | 11,620 | 13.3 | 20 | 13.8 | | | | | | | | |
| | | | 9.45 | | | | | | 12.3 | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-WED | | 8.58- 8.59PM | 8.45 | 12,940 | 14.8 | 12,940 | 14.8 | 22 | 14.8 | | 13,110 | 15.0 | 13,110 | 15.0 | 23 | 15.0 | |
| ABC ABC NEWSBRIEF-WED | | 9.58- 9.59PM | 9.45 | 11,970 | 13.7 | 11,970 | 13.7 | 21 | 13.7 | | 12,500 | 14.3 | 12,500 | 14.3 | 22 | 14.3 | |
| CBS WE THE PEOPLE SUS(SUS) | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| CBS WE THE PEOPLE-SUS(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-THU | | 9.58- 9.59PM | 9.45 | 8,570 | 9.8 | 8,570 | 9.8 | 14 | 9.8 | | 9,260 | 10.6 | 9,260 | 10.6 | 16 | 10.6 | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC BUSINESS BRIEF-FRI | | 8.43- 8.44PM | 8.30 | 10,490 | 12.0 | 10,490 | 12.0 | 20 | 12.0 | | 11,100 | 12.7 | 11,100 | 12.7 | 21 | 12.7 | |
| ABC ABC NEWSBRIEF-FRI | 1 | 9.58- 9.59PM | 9.45 | 6,290 | 7.2 | 6,290 | 7.2 | 11 | 7.2 | | | | | | | | |
| | 2 | 9.57- 9.59PM | 9.45 | | | | | | | | 6,210 | 7.1 | 5,940 | 6.8 | 11 | 6.8 | |
| CBS WE THE PEOPLE SUS.(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| CBS WE THE PEOPLE-SUS(SUS) | 1 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | 8.58- 8.59PM | 8.45 | 8,830 | 10.1 | 8,830 | 10.1 | 17 | 10.1 | | 7,340 | 8.4 | 7,340 | 8.4 | 14 | 8.4 | |
| ABC ABC SPORTS UPDATE-SAT | | 9.58- 9.59PM | 9.45 | 11,010 | 12.6 | 11,010 | 12.6 | 21 | 12.6 | | 6,290 | 7.2 | 6,290 | 7.2 | 12 | 7.2 | |
| CBS SPORTSBREAK-SAT | | 8.58- 8.59PM | 8.45 | 8,910 | 10.2 | 8,910 | 10.2 | 17 | 10.2 | | 8,570 | 9.8 | 8,570 | 9.8 | 17 | 9.8 | |
| CBS NEWSBREAK-SAT. | 2 | 9.53- 9.54PM | 9.45 | | | | | | | | 9,960 | 11.4 | 9,960 | 11.4 | 19 | 11.4 | |
| | 1 | 10.02-10.03PM | 10.00 | 9,880 | 11.3 | 9,880 | 11.3 | 19 | 11.3 | | | | | | | | |
| NBC NBC NEWS DIGEST-SAT | 1 | 8.58- 8.59PM | 8.45 | 10,580 | 12.1 | 10,580 | 12.1 | 20 | 12.1 | | | | | | | | |
| NBC NBC NEWS DIGEST-SATURDAY(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS DIGEST-2 SAT(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC WIDE WORLD-SPORTS SUN | 1 | 4.03- 7.27PM | →GRID | 25,520 | 29.2 | 10,490 | 12.0 | 24 | | | | | | | | | |
| | | | 7.15 | | | | 14.9* | 25* | 14.5 | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | 1 | 8.58- 8.59PM | 8.45 | 11,100 | 12.7 | 11,100 | 12.7 | 18 | 12.7 | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN-CONT'D | 2 | 8.57- 8.59PM | 8.45 | | | | | | | | 10,140 | 11.6 | 9,180 | 10.5 | 15 | 10.5 | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 9.58- 9.59PM | 9.45 | 12,240 | 14.0 | 12,240 | 14.0 | 20 | 14.0 | | | | | | | | |
| | 2 | 9.52- 9.53PM | 9.45 | | | | | | | | 15,820 | 18.1 | 15,820 | 18.1 | 27 | 18.1 | |
| CBS SPORTSBREAK-SUN | 1 | 8.28- 8.29PM | 8.15 | 19,320 | 22.1 | 19,320 | 22.1 | 31 | 22.1 | | | | | | | | |
| | 2 | 8.31- 8.32PM | 8.30 | | | | | | | | 21,330 | 24.4 | 21,330 | 24.4 | 35 | 24.4 | |
| CBS NEWSBREAK-SUN. | | 9.58- 9.59PM | 9.45 | 10,310 | 11.8 | 10,310 | 11.8 | 17 | 11.8 | | 6,210 | 7.1 | 6,210 | 7.1 | 11 | 7.1 | |
| NBC NBC NEWS DIGEST-SUNDAY(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| | 1 | 9.15- 9.16PM | 9.15 | | | | | | | | | | | | | | |
| NBC NBC NEWS DIGEST-2 SUN(SUS) | 1 | 9.57- 9.58PM | 9.45 | | | | | | | | | | | | | | |
| | 2 | 10.04-10.05PM | 10.00 | | | | | | | | | | | | | | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS:NIGHTLINE | | > | 11.30 | 6,380 | 7.3 | 5,240 | 6.0 | 17 | 6.6 | M-F | 6,470 | 7.4 | 5,240 | 6.0 | 17 | 6.5 | M-F |
| | | | 11.45 | | | | | | 5.6 | M-F | | | | | | 5.5 | M-F |
| | | | 12.00 | | | | | | 5.1 | MON. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-TUE | 1 | 12.00-12.17AM | 12.00 | 4,370 | 5.0 | 4,280 | 4.9 | 18 | 5.0 | TUE. | | | | | | | |
| | | | 12.15 | | | | | | 4.6 | TUE. | | | | | | | |
| CBS NEWSBREAK-M-F | 2 | > | 8.45 | | | | | | | | 9,700 | 11.1 | 9,000 | 10.3 | 15 | 6.6 | M-F |
| | | | 9.45 | | | | | | | | | | | | | 12.1 | MTUWF |
| CBS WE THE PEOPLE | | 8.58- 8.59PM | 8.45 | 10,310 | 11.8 | 10,310 | 11.8 | 17 | 11.8 | MTUTH | 10,140 | 11.6 | 10,140 | 11.6 | 17 | 9.9 | TU&TH |
| | | | 9.45 | | | | | | | | | | | | | 13.3 | THU. |
| CBS NEWSBREAK-M-F | 1 | > | 9.45 | 10,580 | 12.1 | 10,580 | 12.1 | 18 | 12.1 | MWTHF | | | | | | | |
| CBS CBS LATE NIGHT I | | > | 11.30 | 6,210 | 7.1 | 4,460 | 5.1 | 20 | 5.3 | M-TH | 6,560 | 7.5 | 4,810 | 5.5 | 20 | 5.5 | M-TH |
| | | | 11.45 | | | | 5.1* | 16* | 5.0 | TU-TH | | | | 5.4* | 17* | 5.3 | M-TH |
| | | | 12.00 | | | | | | 5.1 | M-TH | | | | | | 5.6 | M-TH |
| | | | 12.15 | | | | 5.2* | 22* | 5.2 | M-TH | | | | 5.6* | 23* | 5.6 | M-TH |
| | | | 12.30 | | | | | | 5.1 | M-TH | | | | 5.4* | 27* | 5.4 | M-TH |
| | | | 12.45 | | | | 4.6* | 24* | 4.1 | M-TH | | | | | | | |
| | | | 1.00 | | | | 4.3* | 27* | 4.3 | MON. | | | | | | | |
| CBS CBS NEWS SPECIAL(S) | 1 | 11.30-12.00MD | 11.30 | 5,680 | 6.5 | 4,630 | 5.3 | 15 | 5.9 | MON. | | | | | | | |
| | | | 11.45 | | | | | | 4.7 | MON. | | | | | | | |
| CBS KEEP ON CRUISIN | | 11.30-12.30AM | 11.30 | 4,200 | 4.8 | 2,360 | 2.7 | 8 | 3.2 | FRI. | 3,230 | 3.7 | 1,920 | 2.2 | 7 | 2.7 | FRI. |
| | | | 11.45 | | | | 2.9* | 8* | 2.7 | FRI. | | | | 2.4* | 7* | 2.2 | FRI. |
| | | | 12.00 | | | | | | 2.6 | FRI. | | | | | | 2.0 | FRI. |
| | | | 12.15 | | | | 2.5* | 9* | 2.5 | FRI. | | | | 1.9* | 7* | 1.7 | FRI. |
| CBS CBS LATE NIGHT II | | > | 12.30 | 3,670 | 4.2 | 2,710 | 3.1 | 18 | 3.7 | M-F | 3,760 | 4.3 | 2,970 | 3.4 | 19 | 3.8 | M-F |
| | | | 12.45 | | | | 3.4* | 17* | 3.3 | TU-F | | | | 3.5* | 18* | 3.4 | M-F |
| | | | 1.00 | | | | | | 3.1 | M-F | | | | | | 3.4 | M-F |
| | | | 1.15 | | | | 3.0* | 19* | 2.9 | M-F | | | | 3.3* | 20* | 3.2 | M-F |
| | | | 1.30 | | | | | | 2.6 | MON. | | | | | | | |
| | | | 1.45 | | | | 2.5* | 22* | 2.5 | MON. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS CBS NEWS NIGHTWATCH-1 | | 2.00- 2.30AM | 2.00 | 870 | 1.0 | 790 | .9 | 9 | .9 | TU-THS | 1,050 | 1.2 | 960 | 1.1 | 11 | 1.1 | M-THSU |
| | | | 2.15 | | | | | | .8 | TU-THS | | | | | | 1.0 | M-THSU |
| CBS CBS NEWS NIGHTWATCH-2 CONT'D | | 2.30- 3.00AM | →GRID | 1,140 | 1.3 | 960 | 1.1 | 14 | | M-THSU | 1,310 | 1.5 | 1,220 | 1.4 | 16 | | M-THSU |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CBS NEWS NIGHTWATCH-2-CONT'D | | | 2.30 | | | | | | 1.2 | M-THSU | | | | | | 1.4 | M-THSU |
| | | | 2.45 | | | | | | 1.1 | M-THSU | | | | | | 1.3 | M-THSU |
| CBS CBS NEWS NIGHTWATCH-3 | | 3.00- 6.00AM | 3.00 | 1,570 | 1.8 | 870 | 1.0 | 18 | 1.2 | M-THSU | 1,920 | 2.2 | 1,050 | 1.2 | 20 | 1.5 | M-THSU |
| | | | 3.15 | | | | 1.2* | 18* | 1.2 | M-THSU | | | | 1.5* | 21* | 1.5 | M-THSU |
| | | | 3.30 | | | | | | 1.2 | M-THSU | | | | | | 1.4 | M-THSU |
| | | | 3.45 | | | | 1.1* | 19* | 1.1 | M-THSU | | | | 1.3* | 20* | 1.3 | M-THSU |
| | | | 4.00 | | | | | | 1.0 | M-THSU | | | | | | 1.3 | M-THSU |
| | | | 4.15 | | | | 1.0* | 19* | 1.0 | M-THSU | | | | 1.2* | 20* | 1.2 | M-THSU |
| | | | 4.30 | | | | | | 1.0 | M-THSU | | | | | | 1.1 | M-THSU |
| | | | 4.45 | | | | 1.0* | 20* | .9 | M-THSU | | | | 1.1* | 20* | 1.1 | M-THSU |
| | | | 5.00 | | | | | | 1.0 | M-THSU | | | | | | 1.1 | M-THSU |
| | | | 5.15 | | | | .9* | 18* | .9 | M-THSU | | | | 1.1* | 20* | 1.1 | M-THSU |
| | | | 5.30 | | | | | | .8 | M-THSU | | | | | | 1.1 | M-THSU |
| | | | 5.45 | | | | .8* | 15* | .8 | M-THSU | | | | 1.1* | 19* | 1.1 | M-THSU |
| NBC NBC NEWS DIGEST-M THRU F(SUS) | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | | | | | | | M-F |
| NBC NBC NEWS DIGEST-M-F | 1 | > | 8.45 | 11,710 | 13.4 | 11,710 | 13.4 | 19 | 13.4 | M-F | | | | | | | |
| NBC NBC NEWS DIGEST-2 M-F(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | M-F |
| NBC NBC NEWS DIGEST-2-M-F | 1 | > | 9.45 | 10,050 | 11.5 | 10,050 | 11.5 | 17 | 11.5 | MWF | | | | | | | |
| NBC TONIGHT SHOW | | 11.30-12.30AM | 11.30 | 10,140 | 11.6 | 6,030 | 6.9 | 22 | 8.2 | M-F | 10,050 | 11.5 | 6,290 | 7.2 | 23 | 8.1 | M-F |
| | | | 11.45 | | | | 7.7* | 22* | 7.1 | M-F | | | | 7.8* | 22* | 7.6 | M-F |
| | | | 12.00 | | | | | | 6.8 | M-F | | | | | | 7.4 | M-F |
| | | | 12.15 | | | | 6.2* | 23* | 5.5 | M-F | | | | 6.6* | 24* | 5.9 | M-F |
| NBC DAVID LETTERMAN I | | 12.30- 1.00AM | 12.30 | 3,850 | 4.4 | 3,230 | 3.7 | 18 | 4.0 | M-TH | 4,110 | 4.7 | 3,410 | 3.9 | 18 | 4.1 | M-TH |
| | | | 12.45 | | | | | | 3.6 | M-TH | | | | | | 3.7 | M-TH |
| NBC FRIDAY NIGHT VIDEOS | | 12.30- 2.00AM | 12.30 | 5,160 | 5.9 | 2,710 | 3.1 | 15 | 4.0 | FRI. | 6,560 | 7.5 | 3,670 | 4.2 | 20 | 5.3 | FRI. |
| | | | 12.45 | | | | 3.8* | 15* | 3.6 | FRI. | | | | 5.1* | 20* | 4.9 | FRI. |
| | | | 1.00 | | | | | | 3.0 | FRI. | | | | | | 4.4 | FRI. |
| | | | 1.15 | | | | 2.9* | 14* | 2.8 | FRI. | | | | 4.3* | 20* | 4.1 | FRI. |
| | | | 1.30 | | | | | | 2.9 | FRI. | | | | | | 3.4 | FRI. |
| | | | 1.45 | | | | 2.7* | 15* | 2.6 | FRI. | | | | 3.2* | 19* | 3.0 | FRI. |
| NBC DAVID LETTERMAN II | | 1.00- 1.30AM | 1.00 | 3,320 | 3.8 | 2,710 | 3.1 | 20 | 3.3 | M-TH | 3,060 | 3.5 | 2,530 | 2.9 | 18 | 3.2 | M-TH |
| | | | 1.15 | | | | | | 2.9 | M-TH | | | | | | 2.6 | M-TH |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC WORLD NEWS-MORN-615A | | 6.15- 6.30AM | 6.15 | 1,050 | 1.2 | 1,050 | 1.2 | 12 | 1.2 | M-F | 1,220 | 1.4 | 1,140 | 1.3 | 12 | 1.3 | M-F |
| ABC ABC WORLD NEWS-MORN-645A | | 6.45- 7.00AM | 6.45 | 1,840 | 2.1 | 1,840 | 2.1 | 15 | 2.1 | M-F | 2,530 | 2.9 | 2,360 | 2.7 | 18 | 2.7 | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 2.58- 2.59PM | 2.45 | 6,210 | 7.1 | 6,210 | 7.1 | 23 | 7.1 | M-F | 5,770 | 6.6 | 5,770 | 6.6 | 23 | 6.6 | M-F |
| CBS CBS MORNING NEWS- 6:30AM | | 6.30- 7.00AM | 6.30 | 1,840 | 2.1 | 1,310 | 1.5 | 14 | 1.4 | M-F | 1,750 | 2.0 | 1,310 | 1.5 | 13 | 1.3 | M-F |
| | | | 6.45 | | | | | | 1.7 | M-F | | | | | | 1.6 | M-F |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 6,820 | 7.8 | 6,560 | 7.5 | 28 | 7.5 | M-F | 6,210 | 7.1 | 5,940 | 6.8 | 27 | 6.8 | M-F |
| CBS NEWSBREAK-3.44 | | > | 3.30 | 5,330 | 6.1 | 5,330 | 6.1 | 19 | 6.1 | M-F | 5,240 | 6.0 | 5,240 | 6.0 | 20 | 5.8 | M-F |
| | | | 3.45 | | | | | | | | | | | | | 7.0 | M-F |
| CBS AMERICAN TREASURY | | 3.58- 3.59PM | 3.45 | 5,070 | 5.8 | 5,070 | 5.8 | 17 | 5.8 | MWF | 4,720 | 5.4 | 4,720 | 5.4 | 17 | 5.4 | MWF |
| CBS AMERICAN TREASURY SUS(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | THU. | | | | | | | THU. |
| CBS AMERICAN TREASURY-SUS.(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | TUE. | | | | | | | TUE. |



**FOR EXPLANATION OF SYMBOLS, SEE PAGE A.**

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS CBS SCHOOLBREAK SPECIALS(S) | 1 | 4.00- 5.00PM | 4.00 | 8,480 | 9.7 | 5,070 | 5.8 | 16 | 5.5 | TUE. | | | | | | | |
| | | | 4.15 | | | | 5.5* | 16* | 5.6 | TUE. | | | | | | | |
| | | | 4.30 | | | | | | 6.0 | TUE. | | | | | | | |
| | | | 4.45 | | | | 6.0* | 16* | 6.1 | TUE. | | | | | | | |
| NBC NBC NEWS AT SUNRISE | | 6.30- 7.00AM | 6.30 | 3,060 | 3.5 | 2,190 | 2.5 | 19 | 2.1 | M-F | 2,970 | 3.4 | 2,270 | 2.6 | 19 | 2.1 | M-F |
| | | | 6.45 | | | | | | 2.9 | M-F | | | | | | 3.0 | M-F |
| NBC NBC NEWS DIGEST-DAYTIME | | 2.57- 2.58PM | 2.45 | 4,200 | 4.8 | 4,200 | 4.8 | 15 | 4.8 | MWF | 3,670 | 4.2 | 3,670 | 4.2 | 15 | 4.2 | MWF |
| NBC MAIN STREET 5(S) | 1 | 4.00- 5.00PM | 4.00 | 7,080 | 8.1 | 3,500 | 4.0 | 10 | 4.2 | TUE. | | | | | | | |
| | | | 4.15 | | | | 3.9* | 10* | 3.7 | TUE. | | | | | | | |
| | | | 4.30 | | | | | | 4.0 | TUE. | | | | | | | |
| | | | 4.45 | | | | 4.1* | 10* | 4.2 | TUE. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC PRO BOWLERS TOUR | 1 | 3.00- 4.33PM | →GRID | 9,350 | 10.7 | 5,590 | 6.4 | 17 | | | | | | | | | |
| | | | 4.30 | | | | | | 7.6 | | | | | | | | |
| CBS IN THE NEWS- 8.26AM-SUS(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.56AM-SUS(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | | | |
| CBS IN THE NEWS-12.26PM | 1 | 12.26-12.29PM | 12.15 | 2,100 | 2.4 | 1,920 | 2.2 | 7 | 2.2 | | | | | | | | |
| CBS IN THE NEWS-12.26PM(B) | 2 | 12.26-12.29PM | 12.15 | | | | | | | | 2,010 | 2.3 | 1,920 | 2.2 | 7 | 2.2 | |
| CBS CBS NCAA BASKETBALL-SAT | 1 | 1.00- 3.10PM | →GRID | 9,880 | 11.3 | 4,020 | 4.6 | 14 | | | | | | | | | |
| | 2 | 1.00- 3.24PM | →GRID | | | | | | | | 9,180 | 10.5 | 3,410 | 3.9 | 12 | | |
| | | | 3.00 | | | | 5.1* | 15* | 5.1 | | | | | | | | |
| | | | 3.15 | | | | | | | | | | | 5.2* | 16* | 5.2 | |
| CBS CBS NCAA BASKETBALL-SAT 2 | 1 | 3.10- 5.24PM | →GRID | 9,880 | 11.3 | 4,200 | 4.8 | 13 | | | | | | | | | |
| | 2 | 3.24- 5.01PM | →GRID | | | | | | | | 6,210 | 7.1 | 3,060 | 3.5 | 10 | | |
| | | | 5.00 | | | | | | | | | | | | | 1.3 | |
| | | | 5.15 | | | | 6.5* | 16* | 6.6 | | | | | | | | |
| NBC IN THE NEWS- 8.26AM-SUS(SUS) | 2 | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| NBC ONE TO GROW ON-8:58AM | | 8.58- 9.00AM | 8.45 | 4,980 | 5.7 | 4,810 | 5.5 | 24 | 5.5 | | 5,160 | 5.9 | 4,890 | 5.6 | 25 | 5.6 | |
| NBC ONE TO GROW ON-10:28AM | | 10.28-10.30AM | 10.15 | 7,600 | 8.7 | 7,170 | 8.2 | 26 | 8.2 | | 6,990 | 8.0 | 6,730 | 7.7 | 25 | 7.7 | |
| NBC ONE TO GROW ON-11:58AM | | 11.58-12.00NN | 11.45 | 6,120 | 7.0 | 5,860 | 6.7 | 20 | 6.7 | | 5,940 | 6.8 | 5,590 | 6.4 | 20 | 6.4 | |
| NBC NBC COLLEGE BSKBL SAT | 1 | 1.00- 3.07PM | →GRID | 6,820 | 7.8 | 2,450 | 2.8 | 8 | | | | | | | | | |
| | 2 | 1.00- 3.01PM | →GRID | | | | | | | | 7,870 | 9.0 | 3,500 | 4.0 | 12 | | |
| | | | 3.00 | | | | 3.0* | 8* | 3.1 | | | | | | | << | |
| NBC NBC COLLEGE BSKBL 2 SAT | 2 | 3.00- 5.18PM | →GRID | | | | | | | | 7,950 | 9.1 | 2,800 | 3.2 | 9 | | |
| | | | 5.15 | | | | | | | | | | | 3.8* | 10* | 3.4 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC COLLEGE BSKTBALL GAME | 1 | 2.00- 4.03PM | →GRID | 6,030 | 6.9 | 1,840 | 2.1 | 6 | | | | | | | | | |
| | 2 | 2.00- 4.14PM | →GRID | | | | | | | | 5,940 | 6.8 | 1,920 | 2.2 | 6 | | |
| | | | 4.00 | | | | | | 4.1 | | | | | 3.4* | 8* | 3.4 | |
| CBS NBA ON CBS | 1 | 1.00- 3.34PM | →GRID | 10,840 | 12.4 | 3,930 | 4.5 | 12 | | | | | | | | | |
| | | | 3.30 | | | | | | 6.0 | | | | | | | | |
| CBS NBA ALLSTAR GAME(S) | 2 | 3.15- 6.23PM | →GRID | | | | | | | | 19,490 | 22.3 | 9,000 | 10.3 | 24 | | |
| | | | 6.00 | | | | | | | | | | | | | 13.4 | |

CONT'D

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS NBA ALLSTAR GAME(S)-CONT'D | | | 6.15 | | | | | | | | | | | 12.9* | 25* | 12.0 | |
| CBS CBS EVENING NEWS-SUNDAY | 2 | 6.23- 6.30PM | 6.15 | | | | | | | | 10,750 | 12.3 | 8,300 | 9.5 | 17 | 9.5 | |
| NBC NBC COLLEGE BSKBL SUN | 1 | 1.00- 3.03PM | →GRID | 7,870 | 9.0 | 4,110 | 4.7 | 13 | | | | | | | | | |
| | 2 | 1.00- 3.20PM | →GRID | | | | | | | | 9,530 | 10.9 | 3,320 | 3.8 | 11 | | |
| | | | 3.00 | | | | | | 5.1 | | | | | | | | |
| | | | 3.15 | | | | | | | | | | | 5.8* | 15* | 4.6 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).